

December 2, 1963

ADVERTISERS PLACED ORDERS TOTALING OVER \$8,000,000 DURING NOVEMBER IN NBC-TV DAYTIME SCHEDULE, ASSURING RECORD FIRST QUARTER FOR 1964

Twenty advertisers have placed orders totaling more than \$8,000,000 during November in NBC-TV's daytime schedule, assuring record first quarter sales for 1964, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

In most cases, the sponsors' campaigns commence shortly after the first of the year in a total of eight daytime programs, including "Let's Make a Deal" which premieres on NBC-TV Monday, Dec. 30 (2-2:25 p.m. EST in color). The other programs are "Loretta Young Theatre," "Missing Links," "Merv Griffin's Word for Word," "Say When," "Your First Impression," "Make Room for Daddy" and "The Match Game."

The advertisers and their agencies follow: American Cyanamid Co. (Post-Keyes-Gardner Inc.), American Home Products (Ted Bates & Co.), Block Drug Co. (Foote, Cone & Belding and Grey Advertising Inc.), The Borden Co. (Young & Rubicam), Bristol-Myers Co. (Foote, Cone & Belding), Calgon Company (Ketchum, MacLeod & Grove), The Dow Chemical Co. (Norman, Craig & Kummel), The R. T. French Company (Kenyon & Eckhardt), General Mills, Inc. (Needham, Louis & Brorby Inc.), The Gillette Co. (Maxon Inc.), Gold Seal Co. (Campbell-Mithun), Grove Labs. Inc. (Grey Advertising Inc.), Kraft Foods Division of National Dairy Products Corp. (Foote, Cone & Belding), Lever Bros. Company

(more)

2 - Daytime Sales

(J. Walter Thompson Co. and Batten, Barton, Durstine & Osborn),
McKesson & Robbins Inc. (Kastor Hilton Chesley Clifford & Atherton
Inc.), John Morrel & Co. (Geyer, Morey, Ballard), Simoniz Company
(Dancer-Fitzgerald-Sample), Sunkist Growers Inc. (Leo Burnett Co.),
Warner-Lambert Pharmaceutical Co. (J. Walter Thompson Co.) and
William Underwood Co. (Kenyon & Eckhardt).

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NBC-New York, 12/2/63

NBC COLOR TELEVISION NEWS



December 2, 1963

FCC CHAIRMAN E. WILLIAM HENRY

TO BE 'MEET THE PRESS' GUEST

E. William Henry, Chairman of the Federal Communications Commission, will be the guest on "Meet the Press" Sunday, Dec. 8 (NBC-TV color broadcast, 6 p.m. EST; NBC Radio, 6:30 p.m. EST).

Mr. Henry, who succeeded Newton N. Minow as head of the FCC earlier this year, is the youngest man ever to hold that position.

Members of the panel for the program will be Lawrence Laurent of the Washington Post, Clark Mollenhoff of Cowles Publications, Robert Abernethy of NBC News and Lawrence E. Spivak, who is producer of "Meet the Press."

Ned Brooks will be moderator for this program.

The color broadcast will originate live in Washington.

PROGRAM HIGHLIGHT -- DEC. 8

MEET THE PRESS: E. William Henry, Chairman of the Federal Communications Commission will be guest.

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NBC TELEVISION NETWORK NEWS

December 2, 1963

'TODAY' HONORED WITH CERTIFICATE OF ACHIEVEMENT FROM SECRETARY OF THE ARMY

NBC-TV's "Today" show is to receive a Certificate of Achievement from the Secretary of the Army for making "an outstanding contribution to public understanding of the United States Army through the telecasting of nine significant documentaries during the period July 1, 1960 and April 3, 1963."

The Certificate, signed by Cyrus R. Vance, Secretary of the Army, will be presented to "Today" by Brig. Gen. Raymond L. Shoemaker, Deputy Chief of Information, on the Thursday, Dec. 5 telecast (during the 8:30-9 a.m. segment of the 7-9 a.m. EST program).

"With the broadcast of these documentaries," the Certificate continues, "'Today' has consistently presented an objective portrayal of the Army. 'Today' has played a vital role in accurately depicting events and activities of the modern U.S. Army. Each segment stimulated public interest in the Army, its versatility and its readiness to accomplish all assigned missions."

Among the features, which were presented by "Today" reporter Paul Cunningham, were reports on guerilla warfare and National Guard training at Ft. Bragg, N.C.; the story of what happens to a small town (Heber Springs, Md.) when its National Guard unit is mobilized, and a Christmas feature in which service men on duty in Europe extended greetings, on film, to their families, who were gathered in "Today's" New York studios.

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CREDITS FOR 'THE MAKING OF A PRO,' NBC-TV COLOR SPECIAL DEC. 15

Program: "The Making of a Pro"

Time: NBC-TV color special Sunday, Dec. 15
(10-11 p.m. EST)

Description: An NBC News program dealing with the professional quarterback and his pivotal role on his team. Top quarterbacks in professional football are seen in action. Cameras follow Glynn Griffing, former University of Mississippi All-American and now number two New York Giants quarterback. Coach Allie Sherman and Giants quarterback Y. A. Tittle appear on the program, as their influence in the shaping of Griffing's professional career is stressed.

Narrator: Frank McGee

Producer: Robert Northshield

Writer: Robert Northshield

Director: Walter Kravetz

Photographed by Robert Donahue

Additional photography by Simon Avnet
Scott Berner
Bruce Powell
Robin Still
Joseph Vadala

Film edited by Clay Cassell

Original Music
Composed by Bud Freeman
Bob Haggart

Music Edited by Angelo Farina

(more)

2 - Credits for 'The Making of a Pro'

Pictorial adviser: Robert Riger
Unit manager: Al Vecchione
Sound by Albert Schuster
Assistant Film Editor: William Lockhart
Film sequences
courtesy of New Orleans Mid-Winter Sports Association,
Mobile Arts and Sports Association.
Sponsor: Gulf Oil Corporation
Agency: Young and Rubicam
NBC Press Representative: Bob Doerr, New York.

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NBC--New York, 12/2/63

Editorial adviser: Robert Riser
Unit manager: A. V. Vachon
Sound by: Albert Vachon
Assistant film editor: William Vachon
Film manager: William Vachon
Society of: William Vachon
Sponsor: Bill Vachon Corporation
Agents: John and Robert
and their representatives: John Vachon, New York.

Bill Vachon, New York

December 3, 1963

GLAMOUR, PAGEANTRY AND EXCITEMENT OF OPENING NIGHT AT 1964-1965
NEW YORK WORLD'S FAIR WILL BE PRESENTED IN 90-MINUTE NBC-TV
COLOR SPECIAL SPONSORED BY UNITED STATES STEEL

The glamour, pageantry and excitement of opening night at the 1964-1965 New York World's Fair, Wednesday, April 22, will be presented in a special 90-minute color television program on the NBC-TV Network (7:30-9 p.m. EST).

The program will be produced by the National Broadcasting Company with the cooperation of the New York World's Fair 1964-1965 Corporation. It will be sponsored by United States Steel, which has built -- for presentation to the fair's authorities -- the giant Unisphere, symbol of the New York World's Fair.

The program's executive producer, Robert Bendick, said, "The star of our show is this fantastic fair. This is a once-in-a-lifetime fair and we hope to make it a once-in-a-lifetime show."

The show will provide viewers with rare live color TV coverage of an outdoor event at night. Three mobile color units with a total of more than a dozen cameras will be spread about the fair's 646 acres to capture the opening night festivities.

Mr. Bendick said a host, who will be named later, will take the television audience on a memorable tour of the fair's major attractions: demonstrations and exhibits exploring man's advancements in transportation, science, industry, communications.

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The television audience will see some of the world's finest and most advanced architecture in visits to pavilions of foreign countries, various American states, and the United States Government.

Filming and taping will commence several weeks before the fair opens and will continue through opening ceremonies the afternoon of April 22. Among many sights at the fair, Mr. Bendick said the show will take viewers on Walt Disney's trip around the world, tableside at a musical salute to Broadway, to rides, to foreign restaurants serving exotic foods, and to a demonstration of the closed-circuit television that will be used to reunite lost children with their parents.

In its panoramic view of the fair, the cameras will also examine the exposition's dominant structure, the 12-story-high Unisphere.

United States Steel is sponsoring the program through its advertising agency, Batten, Barton, Durstine & Osborn.

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NBC-New York, 12/3/63

December 3, 1963

AUTOLITE AND CONSOLIDATED CIGAR BUYS SPONSORSHIP
IN 90-MINUTE 'NBC SPORTS SPECIAL' SERIES

The Autolite Division of Ford Motor Company and Consolidated Cigar Corp. have purchased sponsorship in "NBC Sports Special" series which begins Saturday, Jan. 4 on NBC-TV, it was announced today by Richard N. McHugh, Manager, Sports and Special Program Sales, NBC-TV Network.

The 90-minute telecasts will feature sportscaster Bud Palmer as host, and will cover a variety of sports, including track and field, hockey and basketball, Saturdays (4:30-6 p.m. EST).

The Autolite order was placed through Batten, Barton, Durstine & Osborn. The agency for Consolidated is Lennen & Newell.

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December 3, 1963

'THE ART OF COLLECTING'

Great Private Art Collections Will Be Shown to Public
For First Time on NBC-TV Color Special

"The Art of Collecting," an NBC-TV color special during which several of the nation's great private art collections will be shown for the first time to the public, will be telecast Sunday, Jan. 19 (10 to 11 p.m. EST).

Art critic Aline Saarinen will narrate this NBC News program, which Robert Northshield will write and produce. Mrs. Saarinen describes an art collector as one who uses his taste and discrimination to collect things that recall certain times, certain places and certain people. She will note that many people are "acquirers" of various objects, but that the few with more sophistication and greater devotion to their acquiring are the true "collectors."

Notable American art collections which will be shown by their owners in their homes include collections of Robert Lehman, an investment banker, in New York; Norton Simon, president of Hunt Foods and Industries Inc., in California; New York's Governor Nelson A. Rockefeller, at the Governor's Mansion in Albany, and at a specially-built boathouse pavilion on his Maine estate; Alexander Girard, an interior designer and architect in New Mexico; and John Denman, an airline pilot in Seattle, Wash. Each of these collectors will be interviewed by Mrs. Saarinen.

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In addition to these five collections, the program will also show some of the art treasures which Andrew Mellon gave to the National Gallery in Washington; the pictures owned by Walter Arensberg, which are now on display in the Museum in Philadelphia, and the works of art collected in their New York home by Mary Lasker and her late husband Albert Lasker.

"The Art of Collecting," a presentation of NBC News, will be directed by Walter Kravetz and photographed by Robin Still.

PROGRAM HIGHLIGHT JAN. 19

"The Art of Collecting": Several of the nation's great private art collections will be shown for the first time to the general public; also art treasures from private collections now on view in museums in Washington and Philadelphia. Aline Saarinen narrates. (Color)

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NBC-New York, 12/3/63

PROGRAM CHANGES

NEW AIRDATE SET FOR 'THE BEST ON RECORD'

'NBC White Paper' on 'Cuba: Bay of Pigs' Postponed

"The Best on Record" will be telecast on the NBC-TV Network Sunday, Dec. 8 (10-11 p.m. EST). The special program saluting past winners of the recording industry's Grammy Awards for outstanding performances was originally scheduled for Sunday, Nov. 24.

"The Best on Record" was produced by Charter Producers Corporation and is being presented under the auspices of the National Academy of Recording Arts and Sciences (NARAS). The Timex Corporation is the program's sponsor.

Among the recording stars who appear on "The Best On Record" are Frank Sinatra; Peter, Paul and Mary; Allan Sherman; Bing Crosby; Mahalia Jackson; Homer and Jethro; Connie Francis; the New Christy Minstrels; Tony Bennett and many others.

Previously scheduled for the Dec. 8 time period was "Cuba: Bay of Pigs," an NBC "White Paper" documentary. It has been postponed to a future date to be announced.

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NBC-New York, 12/3/63

NBC, ITS AFFILIATES, AND HALLMARK CARDS INC. PRAISED IN
CONGRESSIONAL RECORD BY REPRESENTATIVE ED EDMONDSON
FOR 'HALL OF FAME' COLOR TELECAST OF 'THE PATRIOTS'

Representative Ed Edmondson (D.-Okla.) has praised the National Broadcasting Company, its affiliated stations and Hallmark Cards Inc. for the "Hallmark Hall of Fame" television special "The Patriots" (NBC color broadcast, Friday, Nov. 15).

In a statement inserted in the Congressional Record of Nov. 18, Representative Edmondson said the network and Hallmark "distinguished themselves by presenting to the American people one of the outstanding television dramas of all time. I am speaking of the 90-minute special television play, 'The Patriots,' which graphically portrayed some of the most memorable events of American history in the early days of our Republic.

"Mr. Speaker, I think that 'The Patriots,' as the program was presented, was not only magnificent entertainment for the American people, but also represented a splendid reaffirmation of the faith which we have in the American political system...

"I think that NBC and its affiliated stations, as well as the Hallmark Card Co. are certainly due a vote of thanks from the American people for this outstanding presentation."

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NBC-New York, 12/3/63

NBC COLOR TELEVISION NEWS



December 3, 1963

CASTING COMPLETED FOR 'A CRY OF ANGELS,'
DRAMA ON 'HALLMARK HALL OF FAME'

Casting has been completed for "A Cry of Angels," the Sunday, Dec. 15 color presentation of NBC-TV's "Hallmark Hall of Fame" (4-5 p.m. EST) starring Walter Slezak, Maureen O'Hara, Hermione Gingold and Hurd Hatfield.

The role of Charles Jennens, author of the text of George Frederick Handel's "The Messiah" will be played by Douglas Rain. The role of Peter LeBlond, close friend of Handel, will be played by Norman Barrs. The opera singer, Serefina, whose friendship with the Prince of Wales was responsible for much of the harassment to which Handel was subject, will be played by Kathryn Loder.

The First Puppeteer will be portrayed by Carl Harms and the Second Puppeteer by Donald Somers. John McCollum will be the tenor soloist for the musical portions of the drama.

"A Cry of Angels" is an original teleplay by Sherman Yellen. It will be produced and directed by George Schaefer. Scenery is by Warren Clymer and costumes by Noel Taylor.

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HOLIDAY NEWS FROM NBC



December 3, 1963

'BELL TELEPHONE HOUR'--WITH JANE WYATT AS HOSTESS AND TOP
PERFORMERS OFFERING MUSIC AND DANCE SPECIALTIES--
TO PRESENT SPECIAL CHRISTMAS EVE COLOR PROGRAM

The "Bell Telephone Hour" will bring television viewers well-loved sights and sounds of Christmas in a special holiday program in color over NBC-TV, Tuesday, Dec. 24 (10-11 p.m. EST). For the third consecutive year, actress Jane Wyatt will be hostess of the Christmas show. Guest stars will be Metropolitan Opera soprano Phyllis Curtin, singers Earl Wrightson and Lois Hunt, the Columbus Boychoir, ballet dancers Kirsten Simone and Henning Kronstam, and Bil Baird's marionettes. Donald Voorhees will conduct the Bell Telephone Orchestra.

Actress Jane Wyatt of movie and television fame will recite Clement Moore's poem, "Twas the Night Before Christmas," with Bil Baird's Marionettes enacting the story. Bil Baird's marionettes have been described in the press as "magical," "fabulous," "saucy" and "delightful," to mention just a few of their adjectives.

Phyllis Curtin, soprano star of the Metropolitan Opera, will sing traditional carols, making her second appearance on the series. Miss Curtin has more than 45 operatic roles to her credit and made five major debuts in a single season (1961-62); the Metropolitan, Frankfurt, La Scala, Lewisohn Stadium and Hollywood Bowl. As a result

(more)

she was chosen as one of "Ten Women of Accomplishment of 1961" by the Associated Press. In addition to a traditional repertory, Miss Curtin has premiered many modern operas.

Earl Wrightson and Lois Hunt will sing popular Christmas melodies on the program. The pair has appeared in most major concert halls and supperclubs around the country, billed as "An Evening with Earl Wrightson and Lois Hunt."

The Columbus Boychoir of Princeton, N. J. will present Christmas carols and noels. The Boychoir School originated as a community enterprise in Columbus, Ohio, in 1940 with an enrollment of 30 boys from the city. Almost at once the choir attracted attention far beyond the city limits and after local and national radio performances, the boys captured the hearts and critical praise of New Yorkers when they made their metropolitan debut in Town Hall in 1943. The school, moved to Princeton in 1950, offers an opportunity for combined musical and academic training of high standard to qualified boys regardless of religious or social background.

The divertissement from Tchaikovsky's "The Nutcracker" ballet will be danced by Kirsten Simone in the role of the Sugarplum Fairy and Henning Kronstam as the Prince. The ballet was choreographed by Lev Ivanov. Miss Simone and Kronstam are stars of the Royal Danish Ballet, one of the world's oldest ballet companies.

-----PROGRAM HIGHLIGHT--DEC. 24-----

BELL TELEPHONE HOUR--Jane Wyatt, Phyllis Curtin, Lois Hunt, Earl Wrightson, Bil Baird marionettes, and dancers Kirsten Simone and Henning Kronstam in music and dance appropriate to Christmas Eve. (Color).

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NBC-New York, 12/3/63

December 3, 1963

JACK PAAR TO HEAD SPECIAL GIFTS COMMITTEE
OF 1964 WESTCHESTER HEART FUND

NBC-TV star Jack Paar will serve as Special Gifts Committee chairman of the 1964 Westchester (N.Y.) Heart Fund, it was announced today by Richard T. Dugan, Heart Fund chairman. Paar's committee will seek contributions from Westchester residents beyond those received in door-to-door canvassing and general mail appeals.

The Westchester Heart Association's annual drive in February, which is "Heart Month," raises funds for programs of cardiac research, education for doctors and nurses and establishment of facilities for diagnosing and treating heart diseases.

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RECORDING OF COLOR TV PROGRAMS ON FILM NOW

AN OPERATING REALITY AT NBC IN NEW YORK

The recording of color television programs on film, called color kinescope recording, is now an operating reality at the National Broadcasting Company in New York, it was announced today by William H. Trevarthen, Vice President, Operations and Engineering, National Broadcasting Company.

NBC is now offering the use of its color kinescope facilities to companies desiring to economically make color films for reference files and sales presentations.

NBC, since 1956, has been working on color kinescope recording and has now completed a system providing excellent results of the color recording of live studio programs and of the transcribing of color television tapes onto color film.

Before the development of color kinescope recording there was no way to make color film from live color TV. NBC used the system on a trial basis with such NBC-TV color telecasts as "Sing Along with Mitch" and the Perry Como show, and such color commercials as those of Chevrolet and Kraft Foods. None of the trials was broadcast.

The process was described and displayed in detail to the Society of Motion Picture and Television Engineers in Chicago and to the National Academy of Television Arts and Sciences.

The system utilizes a trinescope -- three display tubes -- to provide a high-resolution display of the three primary colors.

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December 4, 1963

BLOCK DRUG CO. PLACES BULK OF ITS NIGHTTIME
TV NETWORK ADVERTISING ON NBC

The Block Drug Co. has placed the bulk of its nighttime television network advertising on NBC for 1964, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The new purchases and renewals by Block include "Saturday Night at the Movies," "International Showtime," "The Jack Paar Program" and "Sing Along with Mitch." The Block campaign will run through mid-September, with the participations spread about equally among the four shows.

The Block order was placed through Grey Advertising Inc.

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RICHARD RODGERS AND DIAHANN CARROLL
ADDED TO 'THE BEST ON RECORD'

Richard Rodgers and Diahann Carroll will appear on "The Best on Record" special telecast Sunday, Dec. 8 (NBC-TV, 10-11 p.m. EST). The composer and the singing star join the long list of top performers who will salute the recording industry's Grammy Award winners.

Miss Carroll will sing a medley of songs from "No Strings." She will be introduced by Rodgers who composed the music for that hit show as well as for other outstanding musicals.

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NBC-New York, 12/4/63

HOLIDAY NEWS FROM NBC



December 4, 1963

CAST AND CREDITS FOR ALL-NEW PRODUCTION OF MENOTTI'S
"AM AHL AND THE NIGHT VISITORS," IN COLOR ON NBC-TV

An all-new production -- with new casts, sets and costumes -- of Gian Carlo Menotti's opera "Amahl and the Night Visitors" will be presented on Christmas Night in color on NBC-TV (Dec. 25, 9-10 p.m. EST). Following are cast and credits:

CAST

Amahl.....Kurt Yaghjian, boy soprano
The Mother.....Martha King, soprano
King Melchior.....Richard Cross, bass
King Balthasar.....Willis Patterson, bass-baritone
King Caspar.....John McCollum, tenor
Page.....Julian Patrick, baritone
Dancing Shepherds...Donald McKayle, Sylvia Waters and Louanna Gardner.
CONDUCTOR.....HERBERT GROSSMAN

* * *

CREDITS

PRODUCER.....SAMUEL CHOTZINOFF
DIRECTOR.....KIRK BROWNING
Set designer.....Frank Skinner
Costume designer.....Lewis Brown
Choreographer.....Donald McKayle
Associate conductor.....Fred Popper

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Associate director.....Rodger Wolf

Audio.....Phil Falcone

Audio Consultant.....David Sarser

Makeup.....Bob O'Bradovich

Unit Manager.....Gene Whitlock

Graphic Arts.....Guy Fraumeni

Origination.....NBC Color studios,
Brooklyn, N. Y.

Press Representative.....Leonard Meyers, New York

* * *

SUMMARY

"Amahl and the Night Visitors" is an opera in one act, with text and music by Gian Carlo Menotti. The work, which was commissioned by the NBC Opera Company, concerns a poor crippled boy and his mother. They are on the point of starvation and about to become beggars.

The Three Kings visit them on their journey to see the "Child." When the mother says she is too poor to send a gift to the "Child," Amahl offers his homemade crutch, and he is miraculously cured of his lameness.

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NBC-New York, 12/4/63

December 5, 1963

'THAT WAS THE WEEK THAT WAS,' HAILED IN RECENT
U.S. PREVIEW, WILL BE LIVE WEEKLY SERIES ON
NBC-TV NETWORK FRIDAYS, STARTING JAN. 10

"That Was the Week That Was," a satirical revue of topical comment on practically anything and anybody currently in the news, and which was highly acclaimed for an unprecedented live NBC-TV preview Nov. 10, will be broadcast live on the NBC Television Network each Friday, 9:30 to 10 p.m. EST, beginning Jan. 10, it was announced today by Mort Werner, Vice President, Programs, NBC-TV Network.

Leland Hayward is executive producer of the new series and Marshall Jamison is producer. Mr. Hayward and Mr. Jamison served in the same capacities for the American preview of "That Was the Week That Was" which inspired favorable editorial comment from many of the nation's leading newspapers, drew enormous praise from TV editors and critics across the nation, and resulted in NBC-TV receiving over 10,000 letters and telegrams from viewers in praise of the program.

"'That Was the Week That Was' had been originally scheduled for NBC-TV's 1964-65 season," Mr. Werner said. "However, the overwhelming acceptance by critics and viewers of last month's preview indicated a readiness and desire for presentation of the series as soon as possible."

"That Was the Week That Was" originated in Britain and is in its second TV season there. It is referred to as "TWTWTW" or "TW3" for short. Its special formula has been summed up as a "healthy, enquiring irreverence," and this formula will be injected into the NBC-TV series, according to Mr. Hayward.

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"'TW3' is based on two philosophical queries: What happened and is it a laughing matter?" Mr. Hayward said. "It will be very timely as to content, and for this reason we won't know exactly what we'll try to make you laugh at until as close to air time as we can get by with."

"That Was the Week That Was" will be produced by Leland Hayward Productions Inc., in association with the NBC-TV Network.

The new program will replace "Harry's Girls," currently telecast in the Friday time period.

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NBC--New York, 12/5/63

December 5, 1963

CHANGES AND ADDITIONS

"PROJECTION '64" COLOR TELECAST BRINGING NBC NEWS
CORRESPONDENTS TO N.Y. FROM THEIR GLOBAL POSTS;
MOST OF GROUP ON HOUR TO MAKE U.S. SPEAKING TOUR
- - -
Commentary from Telecast to Be Scheduled on NBC Radio

(NOTE TO EDITORS: This story, containing changes, supersedes
previous releases on "Projection '64.")

Eleven NBC News correspondents will gather in New York from
their posts around the world to review events of 1963 and forecast
happenings of 1964 on a color TV news special. Eight will then tour 10
U. S. cities for speaking engagements.

The color telecast, titled "Projection '64," will originate
from New York Sunday, Dec. 29 (NBC-TV, 10-11 p.m. EST). This, the
seventh annual program of its kind, will be sponsored by the Gulf Oil
Corp. (through Young & Rubicam Inc.). A delayed rebroadcast of the
correspondents' comments and forecasts will be carried on the NBC Radio
Network (date and time to be announced).

Correspondents who will appear on the program are Joseph C.
Harsch (London), Bernard Frizell (Paris), Welles Hangen (Bonn), Irving
R. Levine (Rome), John Rich (Tokyo), James Robinson (Hong Kong), George
Clay (Africa), Wilson Hall (South America), Elie Abel (State Depart-
ment), Sander Vanocur (White House), and Ray Scherer (Congress).
Frank McGee will be moderator. Chet Hagen will produce the program.

The eight correspondents who will participate in the 10-city
tour during the first three weeks in January are Harsch, Frizell, Hangen,

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Levine, Robinson, Clay, Hall, and Abel. (.Cecil Brown will be added to one panel.)

Moderators in the various cities will include McGee, Merrill Mueller, Chet Huntley, Elmer Peterson, Vanocur, and Scherer.

The following table lists the speaking engagements and the correspondents who will serve as moderators:

Jan. 3 - Foreign Policy Association, Pittsburgh (Frank McGee).

Jan. 5 - University of Omaha (Merrill Mueller).

Jan. 6 - Economic Club of Detroit (Merrill Mueller).

Jan. 7 - Executives Club of Chicago (Merrill Mueller).

Jan. 8 - World Affairs Council, Philadelphia (Merrill Mueller).

Jan. 9 - Foreign Policy Association, New York (Chet Huntley).

Jan. 10- Foreign Relations Association, New Orleans (Frank McGee).

Jan. 13- Modern Forum, Los Angeles (Elmer Peterson). Cecil Brown will join the correspondents on this panel.

Jan. 15- World Affairs Council, Boston (Sander Vanocur).

Jan. 16- National Press Club, Washington (Ray Scherer).

-----PROGRAM HIGHLIGHT DEC. 29-----

PROJECTION '64 -- NBC News correspondents discuss events of the past year and forecast what can be expected on the world's news fronts during the coming one. (Color).

NBC TELEVISION NETWORK NEWS

December 5, 1963

PROGRAM CHANGE

JACK BENNY AND BING CROSBY TO PINCH-HIT
FOR AILING BOB HOPE ON COMEDY SPECIAL

Jack Benny and Bing Crosby will pinch-hit for ailing Bob Hope when "Chrysler Presents a Bob Hope Comedy Special" Friday, Dec. 13 on NBC-TV (in black and white, 8:30-9:30 p.m. EST).

Hope, suffering from an eye ailment that dates back to March, 1959, has been advised by his doctors to "take it easy" for a week or 10 days before resuming his entertainment activities. The star is expected to undergo treatment in San Francisco later this week to alleviate the condition. Hope will be seen in the telecast, however, in pre-recorded taped sequences selected from earlier broadcasts.

Benny will present the opening monologue. Crosby, previously announced as guest star for the program, will take over Hope's role of introducing Look magazine's All-America football team as well as six Bowl queens. Crosby will also sing his latest recording release, a contemporary Christmas carol, "Do You Hear What I Hear?".

(NOTE: Janet Leigh and Peter, Paul and Mary, originally announced for the Dec. 13 telecast, will appear on a subsequent program. The date will be announced.)

PROGRAM HIGHLIGHT--DEC. 13

CHRYSLER PRESENTS A BOB HOPE COMEDY SPECIAL: Jack Benny and Bing Crosby take over for ailing Bob Hope. Hope will be seen in taped segments selected from previous broadcasts.

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PRODUCERS HAZAM AND WASSERMAN OF NBC NEWS IN
N. Y. PANEL DISCUSSION OF THE TV DOCUMENTARY

Two NBC News producers, Lou Hazam and Al Wasserman, took part in a panel discussion of "The Television Documentary" yesterday (Dec. 4) in New York, sponsored by the New York Chapter of the National Academy of Television Arts and Sciences.

Mr. Hazam, producer-writer for NBC News in Washington, has most recently presented "Greece: The Golden Age" (color documentary telecast on Nov. 19) which, through Greek sculpture, explored the glories of ancient Greece. His previous award-winning documentaries included "The River Nile," "Shakespeare: Soul of an Age," and "U. S. #1: American Profile."

Mr. Wasserman has produced several documentaries for the "NBC White Paper" series (His most recent being "British Socialized Medicine") and the "Du Pont Show of the Week" series (his most recent production being "Opening Night"). Two of his "White Paper" documentaries -- "Sit In" and "The U-2 Affair" -- brought wide critical acclaim.

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NBC-New York, 12/5/63

NBC ENGINEERING DEPARTMENT PERFECTS SYSTEM CALLED 'AUDLOK'
TO SYNCHRONIZE TV PICTURES FROM WIDELY SEPARATED AREAS,
AND IT IS AN OPERATING REALITY FOR NETWORK'S TELECASTS

FOR RELEASE MONDAY A.M. DEC. 9

A new system called Audlok, designed to synchronize the broadcasting of television pictures from widely separated remote locations, has been perfected by the NBC Engineering Department and is an operating reality at the National Broadcasting Company, it was announced today by William H. Trevarthen, Vice President of Operations and Engineering, NBC.

The Audlok system consists of taking a submultiple (below 5,000 cycles of the 31,500 synchronizing generator signal and transmitting this signal, phase-controlled over an audio circuit, to a distant remote city and thus controlling the remote pictures so they arrive back at the originating city in precisely the same time phase. "In effect," Mr. Trevarthen said, "the pictures from the remote city are so timed and phased that they match one another precisely in time and thus can be switched to, or dissolved to, without picture roll-over or picture tear. When used in this fashion if the program is being taped, the tape machines do not suffer from servo hits."

NBC has been using the system for over a year, and it has been regularly used on "The Huntley-Brinkley Report" since Sept. 9, 1963, when that program expanded to 30 minutes. The use of Audlok for the Huntley-Brinkley telecasts is of particular significance, as this award winning news program originates live to the eastern United States from two cities; namely, New York and Washington.

(more)

Switching is accomplished between the two cities as if the cameras were located in one city and is accomplished on the network round robin. The Washington synchronizing generators are phased by New York so that the Washington picture which travels from Washington to Atlanta to St. Louis to Chicago and finally into New York arrives in New York in precisely the same time phase as the New York-originated picture. The circuit over which Audlok is operated in this instance is over 2,800 miles.

Mr. Trevarthen said, "Audlok will have wide applications in many upcoming events on NBC-TV, including political conventions, elections, moon-shots, and parades."

Jarrett L. Hathaway, NBC Senior Project Engineer, developed the equipment for accomplishing the Audlok functions.

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NBC-New York, 12/6/63

NBC TELEVISION NETWORK NEWS

December 6, 1963

FIRST OF THREE SEPARATE -- BUT RELATED -- 30-MINUTE SERIES,
WITH THE OVER-ALL TITLE OF '90 BRISTOL COURT,' GOES
BEFORE THE CAMERAS AT REVUE STUDIOS FOR NBC-TV

The first of three separate -- but related -- 30-minute TV series with the over-all title of "90 Bristol Court" went before the cameras this week at Revue Studios, Hollywood, where it is being produced in association with NBC-TV for the network's 1964-65 season.

Format of the project is unique in that all three series share the same locale, a modern Southern California apartment-motel built around a swimming pool.

The series being filmed is "That Old Gang of Mine," starring regulars Arthur O'Connell, Kay Medford, Carole Wells, Jesse White and Guy Raymond. Guest star in the first episode, "Portrait by Rene," is Cesare Danova, with Joe Pevney directing the Bob Mosher script.

The remaining two series -- "Tom, Dick and Mary" and "Harris Against the World" -- will be filmed in succeeding weeks. Casts will be announced.

Aside from sharing the locale, the three series will be related through the character of Cliff Murdock, the janitor of the court, played by Guy Raymond.

Three separate film companies will be at work on "90 Bristol Court," for which a large, modern U-shaped motor hotel, including a functional swimming pool has been built on the Revue lot. Interiors for each of the series have been built on the studio's giant Stage 32.

Joe Connelly is executive producer.

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NBC-TV NETWORK PROGRAM

'RICHARD BOONE SHOW' WINS FIRST PLACE IN
INDIANAPOLIS TIMES READERS' BALLOTING

Richard Shull, television columnist for the Indianapolis Times, conducted his own poll of tastes in TV programming. By means of a pick-your-own-favorites form on the newspaper's TV page, readers were asked to make their choices from among 119 listed programs.

Some 4,027 readers mailed in their choices. NBC-TV's "Richard Boone Show" won the contest with the most first-place votes.

"The Richard Boone Show" (Tuesdays, 9-10 p.m. EST) is a weekly series of original dramas. The cast for each program is drawn from a permanent repertory company of 11 performers, headed by Boone himself.

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NBC-New York, 12/6/63

A SECOND DAUGHTER FOR MR. AND MRS. JAMES FRANCISCUS

Jamie Allen Franciscus, daughter of James Franciscus, title star of NBC-TV's "Mr. Novak," received a special present on her second birthday this week: a baby sister.

Kellie Allen, weighing in at six pounds, 10 ounces, was born on Jamie's birthday, Dec. 4. Mother Kitty, daughter of motion picture director William Wellman, and Kellie-- the second Franciscus child -- are reported doing fine at St. John's Hospital, Santa Monica, Calif.

Papa James took the day off from "Mr. Novak" shooting at MGM to be on hand for Kellie's arrival.

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NBC-New York, 12/6/63



December 6, 1963

COED CHOSEN QUEEN OF TOURNAMENT OF ROSES

A 19-year-old Pasadena (Calif.) City College sophomore has been named queen of the 75th Annual Tournament of Roses.

She is Nancy Kneeland of San Gabriel, near Los Angeles.

Nancy and her court of six Rose Princesses -- Suannah Carver, Diana Duval, Pamela Gibbs, Carol Otten, Susan Talcott and Shan Williams -- will reign over events climaxed by the Tournament of Roses Parade and the Rose Bowl Game on New Year's Day.

The brunette queen is five feet, seven inches tall; weighs 125 pounds, has green eyes and a fair complexion. She and her court were selected from among 2,600 coeds at the college. They will ride on the queen's float in the Tournament of Roses Parade, which NBC-TV will broadcast live in color Wednesday, Jan. 1 (11:30 a.m. to 1:45 p.m. EST). Arthur Godfrey and Betty White will be the commentators.

Following the parade, NBC-TV will cover, in color, the Sugar Bowl Game in New Orleans (1:45 p.m. EST) and the Rose Bowl Game (4:45 p.m. EST). The NBC Radio Network also will broadcast both games.

Queen Nancy lives with her mother, Mrs. Erlene Kneeland, and a sister, Martha Ann. She plans a career as a retail merchandise buyer. She sings in her church choir. Her hobbies include tennis, sailing, hunting, and collecting antique silver and china.

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NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For January, 1964 (All Times EST)

MONDAYS THROUGH FRIDAYS

10:30-11 a.m. -- "Merv Griffin's Word for Word"
11:30 a.m.-12 noon -- "Missing Links" (except Jan. 1)
12 noon-12:30 p.m. -- "Your First Impression" (except Jan. 1)
12:30-12:55 p.m. -- "Truth or Consequences" (except Jan. 1)
2-2:25 p.m. -- "Let's Make a Deal" (except Jan. 1)
3:30-4 p.m. -- "You Don't Say!" (except Jan. 1)
11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson"

Wednesday, Jan. 1 (complete day's programming)

10:30-11 a.m. -- "Merv Griffin's Word for Word"
11:30 a.m.-1:45 p.m. -- "75th Annual Tournament of Roses Parade"
1:45-4:45 p.m. -- "30th Annual Sugar Bowl Football Game"
4:45 p.m.-7:30 p.m. -- "50th Annual Rose Bowl Football Game"
7:30-9 p.m. -- "The Virginian"
11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson"

Thursday, Jan. 2

9:30-10 p.m. -- "Hazel"
10-11 p.m. -- "Kraft Suspense Theatre"

Friday, Jan. 3

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"
10-11 p.m. -- "The Jack Paar Program"

Saturday, Jan. 4

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"
10-10:30 a.m. -- "The Hector Heathcote Show"
12:30-1 p.m. -- "The Bullwinkle Show"
1-2 p.m. -- "Exploring"
2 p.m. to conclusion -- "15th Annual Senior Bowl Football Game"
8:30-9 p.m. -- "The Joey Bishop Show"
9 p.m.-to conclusion -- "Saturday Night at the Movies"

Sunday, Jan. 5

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"
5:30-6 p.m. -- "G-E College Bowl"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"

(more)

2 - January Color Schedule

Monday, Jan. 6

7:30-9:30 p.m. -- "Monday Night at the Movies"
10-11 p.m. -- "Sing Along with Mitch"

Tuesday, Jan. 7

8:30-9 p.m. -- "You Don't Say!" (nighttime edition premiere)
10-11 p.m. -- "Orient Express" - NBC News Special

Wednesday, Jan. 8

7:30-9 p.m. -- "The Virginian"

Thursday, Jan. 9

9:30-10 p.m. -- "Hazel"
10-11 p.m. -- "Kraft Suspense Theatre"

Friday, Jan. 10

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"
10-11 p.m. -- "The Jack Paar Program"

Saturday, Jan. 11

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"
10-10:30 a.m. -- "The Hector Heathcote Show"
12:30-1 p.m. -- "The Bullwinkle Show"
1-2 p.m. -- "Exploring"
8:30-9 p.m. -- "The Joey Bishop Show"
9 p.m.-to conclusion -- "Saturday Night at the Movies"

Sunday, Jan. 12

4 p.m.-to conclusion -- "14th Annual Pro Bowl Game of the National Football League"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"

Monday, Jan. 13

7:30-9:30 p.m. -- "Monday Night at the Movies"
10-11 p.m. -- "Sing Along with Mitch"

Tuesday, Jan. 14

8:30-9 p.m. -- "You Don't Say!"
10-11 p.m. -- "Bell Telephone Hour"

Wednesday, Jan. 15

7:30-9 p.m. -- "The Virginian"

Thursday, Jan. 16

9:30-10 p.m. -- "Hazel"
10-11 p.m. -- "Kraft Suspense Theatre"

(more)

3 - January Color Schedule

Friday, Jan. 17

10-11 p.m. -- "The Jack Paar Program"

Saturday, Jan. 18

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"

10-10:30 a.m. -- "The Hector Heathcote Show"

12:30-1 p.m. -- "The Bullwinkle Show"

1-2 p.m. -- "Exploring"

8:30-9 p.m. -- "The Joey Bishop Show"

9 p.m.-to conclusion -- "Saturday Night at the Movies"

Sunday, Jan. 19

2-4 p.m. -- "NBC Opera - "Lucia di Lammermoor"

4-5 p.m. -- "Shell's Wonderful World of Golf" (Season premiere)

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "The Art of Collecting"

Monday, Jan. 20

7:30-9:30 p.m. -- "Monday Night at the Movies"

10-11 p.m. -- "Sing Along with Mitch"

Tuesday, Jan. 21

8:30-9 p.m. -- "You Don't Say!"

10-11 p.m. -- "The Andy Williams Show"

Wednesday, Jan. 22

7:30-9 p.m. -- "The Virginian"

Thursday, Jan. 23

9:30-10 p.m. -- "Hazel"

Friday, Jan. 24

7:30-8:30 p.m. -- "Bell System Science Series" - "The Restless Sea"

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"

10-11 p.m. -- "The Jack Paar Program"

Saturday, Jan. 25

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"

10-10:30 a.m. -- "The Hector Heathcote Show"

12:30-1 p.m. -- "The Bullwinkle Show"

1-2 p.m. -- "Exploring"

8:30-9 p.m. -- "The Joey Bishop Show"

(more)

4 - January Color Schedule

Sunday, Jan. 26

4-5 p.m. -- "Shell's Wonderful World of Golf"
5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"
5:30-6 p.m. -- "G-E College Bowl"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"

Monday, Jan. 27

7:30-9:30 p.m. -- "Monday Night at the Movies"
10-11 p.m. -- "Sing Along with Mitch"

Tuesday, Jan. 28

8:30-9 p.m. -- "You Don't Say!"
10-11 p.m. -- "Bell Telephone Hour"

Wednesday, Jan. 29

7:30-9 p.m. -- "The Virginian"

Thursday, Jan. 30

9:30-10 p.m. -- "Hazel"
10-11 p.m. -- "Kraft Suspense Theatre"

Friday, Jan. 31

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"
10-11 p.m. -- "The Jack Paar Program"

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NBC-New York, 12/6/63

December 9, 1963

MICHAEL JOSEPH ELECTED TO NEWLY CREATED POSITION
OF VICE PRESIDENT, NBC OWNED RADIO STATIONS

Michael Joseph has been elected to the newly created position of Vice President, NBC Owned Radio Stations, it was announced today by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company.

Mr. Joseph will report to Raymond W. Welpott, Executive Vice President in charge of the NBC Owned Stations and Spot Sales Division.

The NBC owned radio stations are: WNBC, New York; WRCV, Philadelphia; WRC, Washington; WJAS, Pittsburgh; WMAQ, Chicago, and KNBR, San Francisco.

Mr. Joseph's career in radio has been primarily in the field of programming, but he also has served in a variety of diversified positions in the industry, starting as an announcer in Cleveland in 1947 and becoming Vice President in charge of Radio for Capital Cities Broadcasting in 1959. Most recently he served as a program consultant for Trans-Continent, Corinthian and the Fetzer broadcasting companies.

Mr. Joseph was Program Director of station WJEF, Grand Rapids, Mich., from 1952 to 1955. He then was named National Program Manager for the Founders Corporation's four radio stations: WTAC, Flint, Mich.; WSBL, Syracuse, N.Y.; WSMD, New Orleans, La., and KPOA, Honolulu.

(more)

In 1958 he became a program consultant for Avery-Knodel, radio and television station representatives. In this position, he advised and assisted in the re-programming at many radio stations, including WKBW, Buffalo, N.Y.; WROW, Albany, N.Y.; KDAL, Duluth, Minn.; WFBC, Greenville, S. C.; WATE, Knoxville, Tenn., and WKRG, Mobile, Ala.

In 1959 and part of 1960 Mr. Joseph was Vice President in charge of Radio for Capital Cities Broadcasting Corporation and stations WPRO, Providence, R.I., and WROW, Albany, N.Y., were under his supervision.

Also in 1960 he served as a program consultant for two stations, WISH, Indianapolis, and WABC, New York.

Preceding his employment as a program consultant with Trans-Continent in 1963, Mr. Joseph served in a similar capacity in 1962 with stations WINZ, Miami, Fla; WEW, St. Louis, Mo., and WKBN, Youngstown, Ohio.

Mr. Joseph is a graduate of Western Reserve University, Cleveland, Ohio. He and his wife and their four children now reside in Westport, Conn.

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NBC--New York, 12/9/63

December 9, 1963

STEPHEN WESTON IS NAMED DIRECTOR,
UNIT MANAGERS AND TELESales, NBC

Stephen Weston, Manager, Program Budgets and Servicing, has been named Director, Unit Managers and Telesales, it was announced today by Nicholas C. Gilles, Vice President, Business Affairs, NBC-TV Network.

Mr. Weston joined NBC in 1955 as a unit manager, working on a variety of shows that included the "Hit Parade" series and television specials: "The Devil and Daniel Webster" and shows with Art Carney, Victor Borge and Georgia Gibbs.

In 1960 he moved into the business affairs area, becoming Manager, Program Budgets and Servicing, a year ago.

Born and reared in New York City, Mr. Weston began his career with the Dumont Television Network in 1949. He worked on shows including "Captain Video" and "Cavalcade of Bands," and was a television director when he left the organization in 1955.

Mr. Weston is married to the former Lorraine Miller of New York City. They live in Bellmore, L.I., N.Y. with their two daughters, Jaimye, 13, and Patricia, 9.

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NBC COLOR TELEVISION NEWS



December 9, 1963

Attention, Sports Editors

FINAL MOMENTS OF GIANTS-STEELERS GRID GAME FOR CONFERENCE TITLE
TO BE COVERED FOR 'MAKING OF A PRO' TELECAST THAT NIGHT

Sunday, Dec. 15 is the final day of the National Football League's regular season, and it is also the date for "The Making of a Pro," an NBC-TV color special. As a result, Producer Robert Northshield and director Walter Kravetz will be working close to deadline to complete their NBC News special for telecast at 10 p.m. EST.

An NBC remote color unit will be at the New York Giants-Pittsburgh Steelers clash at Yankee Stadium that afternoon to capture the final moments of the game -- which will decide the NFL Eastern-Conference title -- for inclusion in the telecast of "The Making of a Pro." The unit also will tape comments by rookie quarterback Glynn Griffing on completion of his first season as a professional. Northshield and Kravetz plan to tape Griffing's statement as he leaves the field, immediately after the game.

"The Making of a Pro," in focusing on the pivotal role of the quarterback in professional football, will follow Griffing from the University of Mississippi campus, in Sugar Bowl, Senior Bowl and All-Star games on through pre-season training with the Giants and his experiences during the season. Giants' coach Allie Sherman and

(more)

quarterback Y. A. Tittle will appear on the program to comment on the qualities necessary in mastering the quarterback's art, and on the potential of the 21-year-old Griffing.

Gulf Oil Corporation is sponsor of "The Making of a Pro," which will have off-camera narration by Frank McGee, and a special jazz score composed by Bud Freeman and Bobby Haggart.

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NBC-New York, 12/9/63

December 10, 1963

BEECH-NUT BUYS SPONSORSHIP IN 9 NBC-TV WEEKLY SHOWS

Beech-Nut Life Savers Inc. has purchased sponsorship in nine NBC-TV weekly programs, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The nine programs, which cover every night of the week except Monday, are "International Showtime," "Mr. Novak," "The Richard Boone Show," "Espionage," "Eleventh Hour," "The Lieutenant," "The Bill Dana Show," "Saturday Night at the Movies" and "Temple Houston."

The Beech-Nut order was placed through Benton & Bowles.

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NBC TRADE NEWS

December 10, 1963

NBC NEWS COLOR PROGRAM OF JOURNEY ON ORIENT EXPRESS TO BE FIRST
IN SERIES OF 26 SPECIALS TO BE SPONSORED BY HUMBLE OIL

A journey across Europe aboard that symbol of international intrigue and mystery, the Orient Express, is the subject of a full-hour NBC News special to be telecast in color Tuesday, Jan. 7 (10-11 p.m. EST).

NBC News correspondent Edwin Newman, trying, as he says, to look "professionally hard-jawed and casually mysterious," is aboard.

The program, "Orient Express," was produced by Lou Hazam. It will be the first in a series of 26 specials the Humble Oil and Refining Company will sponsor on the NBC-TV Network in 1964. McCann-Erickson Inc. is the agency for the sponsor.

The Orient Express started running in 1883 between Paris and Istanbul and came to stand, in the minds of many people, for speed, deep-plush luxury -- and mystery. "Its name carries more magic than the Trans-Siberian Railway, the Twentieth Century Limited, the Chattanooga Choo Choo or, for that matter, even the sleeper to Niagara Falls," says Newman.

Today the Paris-Istanbul trip is still made twice a week. In three nights and two-and-a-half days it crosses parts of seven countries, two of them Communist. It moves through France, Switzerland, Italy, Yugoslavia, Greece, Bulgaria and Turkey.

(more)

En route, Newman learns about fellow-passengers, chats with railway and station employes, encounters varied experiences at the stops along the way, recounts some lively historical anecdotes about the famous train, and keeps a sharp eye out for the mysterious, suspicious and untoward. In Venice the stop was long enough for a ride in a gondola; in Belgrade there was time for a taxi ride around the city.

"If the trip isn't what it used to be, or what some writers have made it out to be," says Newman, "Paris to Istanbul on the Orient Express, even today, may still be called an adventure."

Tom Priestley directed "Orient Express," and Daniel Karasik was associate producer. Jacques Belasco composed and conducts the original orchestral score.

PROGRAM HIGHLIGHT JAN. 7

ORIENT EXPRESS -- NBC News correspondent Edwin Newman crosses Europe aboard the famous train, symbol of international intrigue and mystery. An NBC News special.
(Color)

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NBC-New York, 12/10/63

NBC-TV NETWORK PROGRAM

PRODUCTION STARTS ON 'KAREN,' COMEDY SERIES, FOR
POSSIBLE SCHEDULING ON NBC-TV IN 1964-5

"Karen," 30-minute comedy series, goes before the cameras this week at Revue Studios, Hollywood, where it is being produced in association with NBC-TV for possible scheduling on the network in the 1964-65 season.

The series deals with a typical modern teen-ager who tries to act grown-up prematurely. Karen is never totally victorious, but neither is she really defeated.

The title role will be portrayed by 14-year-old Debbie Watson of Culver City, Calif., who won the role over 50 young actresses who were tested. She will be making her TV debut in the part. Miss Watson is a direct descendant of Nathan Hale.

Harvey Korman and Mary LaRoche portray Steve and Barbara Scott, Karen's mother and father. They constantly fight a losing battle to be "perfect parents." Gina Gillespie plays Mimi Scott, a younger sister, whose ambition is to win the 100-meter dash in the Olympics. Bobo Lewis portrays Florence, the Scott family's cook.

The series was written and created by Joe Connelly and Bob Mosher. David Alexander is directing the first segment of "Karen" for Kayro Productions Inc.

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NBC-New York, 12/10/63

NBC COLOR TELEVISION NEWS



December 10, 1963

"THE POPE'S PILGRIMAGE," NBC NEWS COLOR SPECIAL,
WILL COVER PONTIFF'S VISIT TO THE HOLY LAND

The visit of Pope Paul VI to the Holy Land in early January will be covered in a full-hour NBC News special, "The Pope's Pilgrimage," to be telecast in color on the NBC-TV Network Wednesday, Jan. 8 (9-10 p.m. EST).

John Chancellor will be anchorman for the special, which will include reports from Rome correspondent Irving R. Levine and Frank Bourgholtzer. All three NBC News correspondents will accompany the Pope's party to the Holy Land Jan. 4, 5 and 6. Five color camera crews have been assigned to film the Pope's journey exclusively for the special. Films will be flown to New York for editing several times each day because of the limited time until the program's air date.

"The Pope's Pilgrimage" will be produced by Chet Hagan. Jerome Jacobs will be associate producer and Gene Farinet the news editor. Jacobs and Farinet also will be in the Holy Land during the visit.

Pope Paul will be the first reigning Pontiff to visit the Holy Land, the first to leave Italy since Pope Pius VII was taken to France as Napoleon's prisoner in 1809, and the first to travel by plane.

(more)

The special program will follow Pope Paul from the time he leaves Rome Jan. 4 until his return Jan. 6. Among the places that were important in the life of Christ that the Pope will visit in both Israel and Jordan are Jerusalem, Nazareth, Tiberias, the Sea of Galilee, and Bethlehem.

The program will pre-empt "Espionage" on this date.

-----PROGRAM HIGHLIGHT JAN. 8-----

"THE POPE'S PILGRIMAGE": NBC News special covering visit of Pope Paul VI to Biblical areas of Israel and Jordan. (Color)

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NBC-New York, 12/10/63

NBC COLOR TELEVISION NEWS



500TH TELECAST FOR 'YOUR FIRST IMPRESSION'

"Your First Impression," NBC-TV Monday-through-Friday daytime color series, will celebrate its 500th telecast Thursday, Dec. 12 (12 Noon-12:30 p.m., EST), with Dennis James, June Lockhart and Fred Davis appearing as panelists. Bill Leyden will be host-moderator.

The panel game show premiered on the network Jan. 2, 1962. It originates in NBC-TV's color studios, Burbank.

On the program, panelists and viewers are given names and pictures of five celebrities. The guest is not visible, except in silhouette, to either panelists or the audience. Each panelist tries to uncover a clue to the guest's identity by mentioning words or sentences to provoke revealing reactions. These are relayed to the panelists by moderator Leyden through earphones. Responses by celebrities must be made within two seconds. In turn, panelists state which of five possibilities they think is the celebrity, and present a 45-second character analysis of the person.

During its 500 broadcasts, "Your First Impression" has presented almost 1,000 prominent personalities, including Dr. Frank Baxter, George Jessel, Milton Berle, Nick Adams, Gov. Edmund G. Brown of California, former Vice President Richard M. Nixon, Betty White, Jayne Meadows and Jim Backus.

Monty Hall, executive producer of "Your First Impression," will star in "Let's Make a Deal," premiering on NBC-TV Monday, Dec. 30. He will also be the co-producer of the new series.

-----o----- NBC-New York, 12/10/63

CAST AND CREDIT DATA FOR 'A CRY OF ANGELS,'

COLOR BROADCAST ON 'HALLMARK HALL OF FAME'

Program: "A Cry of Angels"

Series: "Hallmark Hall of Fame"

Time: NBC-TV color broadcast, Sunday, Dec. 15, 4 to
5 p.m. EST.

Stars: Walter Slezak, special guest star Maureen O'Hara,
Hermione Gingold and Hurd Hatfield

Tenor Soloist: John McCollum

Teleplay by Sherman Yellen

Producer-Director: George Schaefer

Music Director: Herbert Grossman

Associate Producer: Robert Hartung

Scenery: Warren Clymer

Costumes: Noel Taylor

Sponsor: Hallmark Cards Inc.

Agency: Foote, Cone and Belding

NBC Press
Representative: Betty Lanigan (New York)

THE CAST

George Frederic Handel.....Walter Slezak

Susanna Cibber.....Maureen O'Hara

Caroline, Princess Royal.....Hermione Gingold

Frederic, Prince of Wales.....Hurd Hatfield

Charles Jennens.....Douglas Rain

Peter LeBlond.....Norman Barrs

Serefina.....Kathryn Loder

First Puppeteer.....Carl Harms

Second Puppeteer.....Donald Somers

Tenor Solo.....John McCollum

Singers, musicians, people of London; 12 boy singers from
the Columbus Boy Choir, of Princeton, N. J.
(more)

THE STORY

In 1741, composer George Frederic Handel, after 30 years of acclaim in his adopted country, England, finds his reputation blighted by the disfavor with which the music-going public regards Italian opera. A quarrel with a temperamental soprano has brought the wrath of Frederic, Prince of Wales on Handel, despite the high regard in which Princess Caroline holds him. Actress-singer Susanna Cibber, agrees to bring the manuscript of Charles Jennens' "The Messiah" to Handel's attention. Handel suffers a serious illness following public insult, and, while ill, is inspired to compose a religious oratorio to the Jennens text. Because of continued royal opposition, "The Messiah" is given its debut in Dublin, with Mrs. Cibber singing the leading role. Later, a Royal Command performance takes place in London, at the request of King George II, and Handel's musical eminence is once more unchallenged.

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NBC-New York, 12/10/63

THE STORY

In 1781, composer George Frederick Handel, after 30 years of
residence in his adopted country, England, finds his reputation diminished
the disaster with which the music-loving people regarded Italian
opera. A quarrel with a temperamental soprano has brought the worst
Friedrich, Prince of Wales on Handel, however the high regard in which
Queen Caroline holds him. Actress-singer Barbara Gibbs, agrees to
sing the manuscript of George Handel's "The Messiah" to Handel's
attention. Handel suffers a serious illness following public trouble,
and, while ill, is inspired to compose a religious oratorio to the
annous best. Because of continued royal opposition, "The Messiah" is
given its debut in Dublin, with Mrs. Gibbs playing the leading role.
After, a Royal Command performance takes place in London, at the
request of King George II, and Handel's musical eminence is once more
acknowledged.

180-New York, 12/10/63

December 11, 1963

BRISTOL-MYERS BUYS SPONSORSHIP IN 'NBC SPORTS SPECIAL' SERIES

The Bristol-Myers Co. has purchased sponsorship in the "NBC Sports Special" series featuring sportscaster Bud Palmer, it was announced today by Richard N. McHugh, Manager, Sports and Special Programs, NBC-TV Network.

The 90-minute television programs will premiere Saturday, Jan. 4 (4:30-6 P.M. EST) and will cover a variety of outstanding sports events, including track and field, hockey and basketball.

The Bristol-Myers order was placed through Doherty, Clifford, Steers & Shenfield, Inc. As previously announced, other sponsors are the Autolite Division of Ford Motor Company, and Consolidated Cigar Corp.

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PAULINE FREDERICK ADDED TO ROSTER
OF NBC NEWS CORRESPONDENTS MAKING
10-CITY TOUR IN U.S. NEXT MONTH

Pauline Frederick, NBC News United Nations correspondent, has been added to the roster of the 10-city U. S. speaking tour by NBC correspondents next month. She will replace Irving R. Levine, NBC News Rome correspondent.

Levine, originally scheduled for the tour and an appearance on the NBC-TV color special, "Projection '64," on Sunday, Dec. 29 (10 to 11 p.m. EST) will remain at his post prior to accompanying Pope Paul VI on the Pontiff's trip to Israel and Jordan Jan. 4-6.

NBC-New York, 12/11/63

NBC COLOR TELEVISION NEWS



December 11, 1963

NEW BIRTH CONTROL PILL AND ITS SOCIAL AND RELIGIOUS
IMPLICATIONS WILL BE EXPLORED IN NBC NEWS TV COLOR
SPECIAL WITH DAVID BRINKLEY THE REPORTER

A new birth control pill and its social and religious implications will be explored in a full-hour color special on NBC-TV Sunday, Jan. 12 (10-11 p.m. EST). David Brinkley will be the reporter.

Titled, "Birth Control: How?," the NBC News program will include an interview with Dr. John Rock, director of the Rock Reproduction Study Clinic in Boston and co-developer of the first oral contraceptive. Dr. Rock, a Roman Catholic, will discuss the theory, detailed in his recent book, "The Time Has Come," that the pills are not at variance with the traditional opposition of the Catholic church to artificial contraceptives.

Dr. Rock also will explain some of the new birth control techniques that lie beyond the pill and, he believes, may end the long-standing religious controversy.

To delineate the problem, and the methods Dr. Rock proposes to cope with it, Brinkley will use special filmed sequences taken in Kentucky and Puerto Rico where birth control pills are being distributed by the Frontier Nursing Service and the Family Planning Association in tests being conducted under Dr. Rock's supervision.

(more)

According to Dr. Rock, no religious problem is involved in Kentucky where the dramatic decrease in infant mortality has resulted in the growth of families, some with 10 to 12 children. Many of the parents are unable to provide adequately in these large families, Dr. Rock says.

In Puerto Rico, says Dr. Rock, where the population is predominantly Catholic, the Family Planning Association has succeeded in convincing a growing number of women to accept Dr. Rock's theory that the contraceptive pills are consistent with their religious beliefs.

The program will be co-produced by Stuart Schulberg and Ted Yates, the NBC News team that produced last season's award-winning series, "David Brinkley's Journal."

PROGRAM HIGHLIGHT JAN. 12

"BIRTH CONTROL: HOW?" -- David Brinkley explores a new birth control pill and its social and religious implications. Dr. John Rock, co-developer of the pill, is interviewed. (Color).

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NBC-New York, 12/11/63

NBC TELEVISION NETWORK NEWS

December 11, 1963

NBC TO COVER PRESIDENT'S PARTICIPATION IN 3 EVENTS

President Johnson's participation in three events will be covered live on NBC-TV. The President's address to the United Nations General Assembly will be telecast Tuesday, Dec. 17. The "Sunday" program Dec. 22 will include the President's participation in a candle-lighting ceremony at Lincoln Memorial. Later that day the President's lighting of the Christmas Tree on the White House lawn and his Christmas message will be telecast.

The President's U. N. speech on Dec. 17 will also be broadcast live on NBC Radio.

* * *

PRESIDENT JOHNSON'S PARTICIPATION IN CANDLE-LIGHTING CEREMONY AT LINCOLN MEMORIAL TO BE TELECAST LIVE ON "SUNDAY" PROGRAM; MARIAN ANDERSON WILL SING

A live telecast of President Johnson's participation in a candle-lighting ceremony at the Lincoln Memorial; a visit to a unique Strategic Air Command alert room, an evaluation of Christmas books and a report on the performance of four different versions of Handel's "Messiah" are highlights of "Sunday," the magazine-format news program, on NBC-TV Sunday, Dec. 22 (4-5 p.m. EST).

The ceremony at the Lincoln Memorial in Washington will be a tribute to the late President Kennedy. President Johnson will light the candles and make a brief speech. Marian Anderson will sing.

(more)

Frank Blair, "Sunday" host and anchorman, will visit an SAC Bomber Crew alert room at Griffis Air Force Base in Rome, N. Y. The room is unique in two respects -- unlike most similar structures, it has facilities for the men on alert to have their families visit them and has kitchen, TV and hobby areas; and it was inspired, sponsored and built by the townspeople of Rome for SAC members.

Richard Schickel, "Sunday" book editor, will evaluate the Christmas book market and will make some suggestions as to selecting books as Christmas presents.

Martin Bookspan will report on the historical survey of four different versions of Handel's "Messiah" (The Dublin Version, The King's Theatre Version, Covent Garden Version and Foundling Hospital Version) which are being presented -- two at Philharmonic Hall and two at Carnegie Hall -- as part of New York City's Christmas Music Festival 1963.

PROGRAM HIGHLIGHT DEC. 22

"SUNDAY"...Live telecast of President Johnson at Candle-Lighting ceremony at Lincoln Memorial; evaluation of Christmas books; report on historical survey of 4 versions of Handel's "Messiah"; visit to SAC Alert Room in Rome, N. Y. Frank Blair, host.

* * *
(more)

NBC-TV AND RADIO TO CARRY PRESIDENT'S ADDRESS TO U.N. ASSEMBLY

President Johnson's address to the General Assembly of the United Nations in New York Tuesday, Dec. 17, will be carried live during a special program on the NBC-TV Network from 12 Noon to 12:30 p.m. EST.

The NBC Radio Network also will carry the address live from 12 Noon EST to conclusion. The speech is expected to last about 15 minutes.

* * *

WHITE HOUSE CHRISTMAS TREE CEREMONY TO BE TELECAST LIVE

The annual Christmas Tree Lighting ceremony on the lawn of the White House, will be televised live Sunday, Dec. 22 (6:30 to 7 p.m. EST) on the NBC-TV Network.

President Lyndon B. Johnson will throw the switch that will light the tree, and then will deliver his Christmas message. The Tucson Boys Choir will sing during the ceremonies.

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NBC-New York, 12/11/63

NBC RADIO NETWORK NEWS

December 11, 1963

'ALL-STAR PARADE OF BANDS' SET FOR NBC RADIO ON NEW YEAR'S EVE

"The All Star Parade of Bands" will be heard again on the NBC Radio Network this New Year's Eve, Tuesday, Dec. 31 (11:05 p.m. to 4 a.m. EST). WNBC time will be announced.

Through NBC Radio, the arrival of 1964 will be celebrated by broadcasting the music around the country where the bands of the following headliners will be playing: Count Basie, Peter Duchin, Gene Krupa, Xavier Cugat (with Abbe Lane), Woody Herman, Harry James, Lawrence Welk, Freddy Martin, Maynard Ferguson and Lionel Hampton.

NEW JERSEY LADY WINS TRIP FOR TWO TO ROSE PARADE AND ROSE BOWL GAME
(AND AN AUTO) IN CONTEST CONDUCTED BY 'TRUTH OR CONSEQUENCES'

No one was happier to see Nancy Kneeland crowned queen of the 75th annual Tournament of Roses than Mrs. Viola Doescher, of Kenilworth, N. J.

The minute Nancy was judged 1964 Rose Queen this week, Mrs. Doescher became the recipient of an expense trip for a week for two to Southern California; guest seats at the Rose Parade and Rose Bowl Game -- events that will be televised by NBC-TV on New Year's Day -- and a new convertible automobile.

Mrs. Doescher's winnings resulted from a contest conducted on NBC-TV's "Truth or Consequences" program. Last week, the seven Rose Queen finalists each picked out a card from a batch of more than 200,000 sent in by viewers. The cards selected were placed in sealed envelopes below contestants' pictures and the girl later judged queen would denote the winner. Nancy had picked out Mrs. Doescher's card.

NBC-TV will broadcast live color coverage of the Rose Parade Wednesday, Jan. 1 (11:30 a.m. to 1:45 p.m. EST).

Following the parade, NBC-TV will present color coverage of the Sugar Bowl Game in New Orleans (1:45 p.m. EST) and the Rose Bowl Game (4:45 p.m. EST). Both games will also be carried on the NBC Radio Network.

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NBC-New York, 12/11/63

NBC COLOR TELEVISION NEWS



December 11, 1963

ADDITION TO NBC-TV NETWORK DECEMBER COLOR BROADCAST SCHEDULE

Sunday, Dec. 22

3-4 p.m. Add: Special Christmas edition of "Exploring."

* * *

ADDITIONS TO NBC-TV NETWORK JANUARY COLOR BROADCAST SCHEDULE

Wednesday, Jan. 8

9-10 p.m. -- Add: "The Pope's Pilgrimage." An NBC News special program.

Sunday, Jan. 12

10-11 p.m. -- Add: "Birth Control: How?" An NBC News special program.

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December 12, 1963

PRESIDENT KENNEDY'S ASSASSINATION RATED AS 1963'S MOST IMPORTANT
STORY IN POLL CONDUCTED BY THE NBC NEWS SYNDICATION SERVICE

The assassination of President John F. Kennedy and the events generated by the tragedy rated as the top news story of 1963 in a poll conducted by the NBC News Syndication service.

Results of the poll among NBC News executives, editors, domestic and foreign correspondents, and clients of NBC News Program Service were announced by William R. McAndrew, Executive Vice President in charge of NBC News. Burroughs Prince, Manager of NBC News Syndication, conducted the survey.

The findings will be used as the basis for a half-hour film presentation for News Program Service clients recounting the 10 most important general news stories of the year, and the top developments in the world of sports.

Rated the second most important story were the events relative to the civil rights movement in the U. S. These were covered in the category of "desegregation." The developments included the march on Washington during the Summer, the Alabama bombings, the murder of NAACP leader Medgar Evers, and the Negro revolt in the North.

The third most important story of the year, in the opinion of the newsmen polled, was the war in Vietnam and all its ramifications. Fourth was the nuclear test-ban treaty, and fifth were the developments in the field of religion, including the death of Pope John XXIII, the coronation of Pope Paul VI, and the convening of the Ecumenical Council.

(more)

Disasters here and abroad were rated the sixth most important news topic of 1963. Included among them were the loss of the submarine Thresher, the death-dealing flood in the Piave Valley of northern Italy, the hurricane in Haiti and Cuba; the earthquake in Skopje, Yugoslavia, mine disasters in Pennsylvania and West Germany, explosions in Indianapolis and Marietta (Ga.), fires in Atlantic City and Ohio, and the crash of the airliner in Montreal that resulted in the death of 118 persons.

The U.S.-U.S.S.R. race for space was judged the seventh most important story in the poll. Included were Gordon Cooper's 22-orbit flight, the flight of the Russian female cosmonaut and President Kennedy's proposal for a joint U. S.-Russian moon project.

Changes in the leadership of Western governments rated as the eighth top news story of the year. Among them were the succession of Lyndon B. Johnson to the Presidency after the death of President Kennedy, Sir Alec Douglas-Home replacing Harold Macmillan as Prime Minister of Great Britain, Ludwig Erhard becoming Chancellor of West Germany with the retirement of Konrad Adenauer, and Lester Pearson succeeding John Diefenbaker as Prime Minister of Canada.

Ninth on the list was the Profumo scandal in Great Britain.

Rounding out the list of the top 10 stories were events in domestic politics, including the re-marriage of New York Governor Nelson Rockefeller, the rivalry between Rockefeller and Senator Barry Goldwater for the Republican Presidential nomination, the re-emergence of Richard Nixon on the scene, and the entry of President Johnson into the political arena as a powerful force.

In the field of sports, the sweep by the Dodgers of four straight games over the Yankees in the World Series was the overwhelming choice as the top story of the year.

METHODIST REPRESENTATIVE IN HOLLYWOOD COMMENDS
"FOUR FEET IN THE MORNING," TWO-PART PLAY SEEN
ON NBC-TV'S "DR. KILDARE" AND "ELEVENTH HOUR"

Commendation for the two-part drama, "Four Feet in the Morning," which was shown on NBC-TV's "Dr. Kildare" and "The Eleventh Hour" on succeeding weeks, was received from Dr. Howard E. Tower, Hollywood Representative to the Entertainment Industry for the Methodist Television, Radio and Film Commission.

"Four Feet in the Morning," a story of an unwed teenage couple expecting a baby, started on the "Dr. Kildare" series Nov. 21 and concluded on "The Eleventh Hour" Nov. 27.

Dr. Tower, in a statement to church publicists, bishops and members, said that the programs "were sound psychologically, sociologically and theologically and are very worthwhile TV fare."

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NBC-New York, 12/12/63

HOLIDAY NEWS FROM NBC



December 12, 1963

15 CHILDREN OF DIFFERENT U.N. COUNTRIES TO APPEAR ON SPECIAL YULE
'CONCENTRATION' PROGRAM FOR PRESENTATION OF 'CARE' KITS OVERSEAS

Fifteen children from 15 countries represented in the United Nations will show how much they care about the children of other lands, when they appear on NBC-TV's "Concentration" Tuesday, Dec. 24 (11 a.m. EST). The Christmas Eve program of "Concentration" will cast the little participants in the role of small Santas, as they present 15 CARE packages to small communities in the countries represented on the program.

The packages, donated by "Concentration," are village self-help kits. They will be presented in the names of the children, many of whom are sons and daughters of United Nations representatives. Hugh Downs, star of "Concentration" will interview the youngsters, who range in age from 7 to 13. Among the kits which they will present are: a commercial fishing unit, a kit of vocational hand tools, a school cooperative farm unit, a disaster relief and food unit, a commercial woodworking shop, a shoemaker's vocational unit, a mobile school unit, a medical unit, a maternity health center, a brick-making unit, a farm and school construction unit, a refugee center unit, a handicraft center, and a needlework trades unit.

The children who will appear on "Concentration," which will not conform to its usual game show format on this one day, are: Barbara Esmilla, 9, Philippines; Ronaldo Barish, 9, Costa Rica; Angela Rega, 8,

(more)

2 - Concentration

Italy; Charles Levas, 7, Greece; Deborah Duc Thanh, 7, Vietnam; Leora Pilosoph, 10, Israel; Abdulah Tabibi, 9, Afghanistan; Robert Sogie-Thomas, 13, Sierra Leone; Philip Silvie, 8, Haiti; Anjul Wahal, 10, India; Maria Cecelia Martinez, 10, Chile; Susanna Taibi, 10, Ecuador; Parviz Fartash, 11, Iran; Carolina Ponce de Leon, 8 Colombia, and Yoon Im Chang, 9, Korea.

Arrangements for the donation of the kits and for the appearance of the children on "Concentration" were made by Frank L. Goffio, Executive Director of CARE, with the program's producer Norm Blumenthal and associate producer John Tobyansen.

CARE, one of the world's largest international relief organizations, is currently conducting a Christmas food crusade to feed 35,000,000 undernourished people in 33 countries. A goal of 6,000,000 food packages has been set.

The special "Concentration" program will be presented live from NBC-TV's Studio 3A in the RCA Building, New York. This is the second year a special CARE program is being presented. The first telecast was accorded an enthusuastic reception; "Concentration" received many letters of gratitude from the children in the villages receiving the kits.

PROGRAM HIGHLIGHT DEC. 24

CONCENTRATION: Fifteen children, each representing a United Nations country, will present CARE packages to small villages in other lands.

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NBC-New York, 12/12/63

MONITOR

THE NBC WEEK-END RADIO SERVICE

"MANY HAPPY RETURNS, DAD," SAYS FRANK SINATRA JR. IN
BIRTHDAY SALUTE TO FRANK SINATRA SR. ON "MONITOR"

"Hi Dad, this is me, Frankie (Frank Sinatra Jr.). I just wanted to wish you a happy birthday. I'm sorry I can't be with you today but the fellows down at 'Monitor' were kind enough to let me say hello. Many happy returns, dad."

For Frank Sinatra Sr., the "happiest return" was the safe return of his son this week from the clutches of kidnappers. Sinatra Jr., had recorded the above birthday greeting to his father one week prior to the kidnaping and two weeks prior to the birthday salute to his father that will be heard this Saturday (Dec. 14, 9:05-10 p.m. EST) on NBC Radio's "Monitor."

Of the many things mentioned by Frankie Jr., to the "Monitor" microphones, here are some highlights:

"I remember from the time I was a kid that my father had a more ardent interest in what he was doing than other performers had in their own careers. He was always more keyed up. He was always trying to improve his singing characteristics. Many times I used to watch him trying to develop more range.

"I have had the pleasure of studying with Frank Sinatra. I've rarely missed any of his recording sessions. Whenever possible I'm with him when he is working. He is the proverbial perfectionist. He is meticulous in everything. He's concerned with acoustics, microphones, lighting -- you name it. A real perfectionist.

(more)

"When I was a kid, Dad was strict with me. Yet, he was always open-minded. He was always patient in explaining things to me. The real great experience of being the son of this man didn't actually come until later years. And that was...despite his vast schedule, he was never too busy to talk with me about politics, religion, films, the music industry -- you know, just about everything.

"Dad always knows where I am. I always know where he is. If there is ever a situation in which one of us needs the other party, there's only a telephone's distance."

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NBC-New York, 12/12/63

NBC RADIO NETWORK NEWS

December 12, 1963

DAVID OGILVY, AUTHOR OF 'CONFESSIONS OF AN ADVERTISING MAN,'
AND EDITOR ROBERT MUELLER TO DISCUSS 'CAVEAT EMPTOR!'

David Ogilvy, author of the best-selling "Confessions of an Advertising Man," and Robert W. Mueller, editor and publisher, will be guests on NBC Radio's "Family Living '63" Sunday, Dec. 15 (12:05 p.m. EST), to discuss consumer purchasing, advertising claims, and manufacturing and sales techniques used to influence the purchaser. The discussion title: "Caveat Emptor! -- Let the Buyer Beware!"

Ogilvy is chairman of Ogilvy, Benson and Mather Inc., advertising agency. Mueller is editor and publisher of Progressive Grocer Magazine, a trade publication in the supermarket field. Edwin Lee is the program's moderator.

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December 13, 1963

2-X-H

JERRY MADDEN IS APPOINTED DIRECTOR, SPECIAL NEWS PROJECTS, NBC

Appointment of Jerry Madden as Director, Special News Projects, was announced today by Julian Goodman, Vice President NBC News.

In his new position, Mr. Madden will have primary responsibility for NBC-TV's "Today" program and also serve as liaison between the News Department and Television Network Sales.

Mr. Madden, in his 13 years with NBC, has had extensive experience in television programming and production, both in New York and Hollywood. For the past three years he has been Director of NBC TeleSales and Unit Managers. As head of TeleSales, he was in charge of all commercial tape production and closed-circuit presentations.

Before coming to New York in 1960, he was with NBC's Pacific Division for 10 years, where he held managerial positions in television programming and production. He started with NBC as a unit manager, and later was associate producer of "All Star Revue," "Saturday Night Revue," "Hallmark Hall of Fame" and other television shows originating on the West Coast.

Mr. Madden was a production manager with television station KTLA in Los Angeles before joining NBC in December, 1950.

He was born in Los Angeles. He made his acting debut in a movie when he was six months old, and three years later starred in a two-reel silent motion picture comedy series called "Jerry the Giant." He attended Loyola University in Los Angeles, and served with the Marine Corps in World War II. Mr. Madden, his wife and their three children live in Monsey, Rockland County, N. Y.

NBC COLOR TELEVISION NEWS



STORY OF 'THE RESTLESS SEA' WITH BE TOLD IN
'BELL SYSTEM SCIENCE SERIES' COLOR TELECAST

"The Restless Sea," the new production of the "Bell System Science Series" which will be shown in color on NBC-TV Friday, Jan. 24 (7:30-8:30 p.m. EST), deals with the vast and mysterious "inner space" -- the sea -- which covers three quarters of the earth's surface.

In filmed and animated sequences the program will show the fascinating work of oceanographers in studying the natural phenomena on the surface and under the surface of the sea and integrating the marine applications of many sciences including physics, biology, meteorology, geology, chemistry and engineering.

Study of what makes waves and tides, the nature of marine life, the currents, erosion of the land, the nature of the sea bottom, analysis of sea water, and tracing of storms, are some of the subjects covered in the full-hour documentary, which was produced for the Bell System by Walt Disney Productions. Prepared under the supervision of a science advisory board, the film was written by William Bosche and directed by Les Clark. This is the ninth production of the "Bell System Science Series."

PROGRAM HIGHLIGHT JAN. 24

BELL SYSTEM SCIENCE SERIES: "The Restless Sea" -- A one-hour filmed and animated documentary study produced for the Bell System by Walt Disney productions. (Color)

-----o----- NBC-New York, 12/13/63

NBC COLOR TELEVISION NEWS



December 13, 1963

NOTED GUESTS TO BE SEEN ON 'SING ALONG WITH MITCH'
ON SELECTED MONDAY NIGHTS OF THE NBC COLOR SERIES;
MILTON BERLE SET FOR JAN. 13, SHIRLEY TEMPLE LATER

Noted guest stars will be seen on "Sing Along with Mitch," on selected color telecasts of the NBC Monday night series (10-11 p.m. EST). First special guest will be Milton Berle on the program of Jan. 13.

The second special guest will be Shirley Temple on a date to be announced. Additional major guests will be signed for appearances during the Spring.

The special guests will appear throughout the show with the regular cast members and will also perform solo numbers.

Berle, on the Jan. 13 show, will sing a duet with Leslie Uggams, will sing and dance with the Quinto Sisters, will join the Sing Along Gang for several numbers and will do song-and-dance numbers with the eight girl dancers on the show.

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NBC-New York, 12/13/63

NBC TELEVISION NETWORK NEWS

PROGRAM CHANGE

INTERVIEW WITH BRITAIN'S PRIME MINISTER, SIR ALEC DOUGLAS-HOME,
ADDED TO DEC. 22 'SUNDAY' TELECAST; PROGRAM, INCLUDING PICKUP
OF PRES. JOHNSON AT LINCOLN MEMORIAL, EXPANDED TO 90 MINUTES

FOR RELEASE MONDAY, A.M. DEC. 16

An exclusive in-depth interview with Sir Alec Douglas-Home, Great Britain's new Prime Minister, will be seen during NBC-TV's "Sunday" program Dec. 22, when -- for that day only -- the magazine-format news program will be expanded to 90 minutes. (3:30-5 p.m. EST).

Joseph C. Harsch, NBC News' Senior European correspondent, will conduct the filmed interview, expected to take place at the Prime Minister's London residence, 10 Downing Street. This will be Sir Alec's first interview on American television since taking his new post.

Another highlight of "Sunday's" pre-Christmas program, as previously announced, will be the live pickup from Washington, D.C., of President Lyndon B. Johnson participating in a candle-lighting ceremony at the Lincoln Memorial.

"Sunday," with Frank Blair as host and anchorman, also will feature a visit to a Strategic Air Command alert room, an evaluation of Christmas books, and a report on the performance of four different versions of Handel's "Messiah."

(more)

The repeat of the special "Exploring" 1962 Christmas program, originally announced for 3 to 4 p.m., EST, Sunday, Dec. 22, will be shortened and presented in color from 3 to 3:30 p.m., EST.

Craig Fisher is producer of both "Sunday" and "Exploring."

PROGRAM HIGHLIGHT DEC. 22

"SUNDAY" -- An exclusive interview of Sir Alec Douglas-Home, Great Britain's new Prime Minister by Joseph C. Harsch highlights program which, for that day only, is expanded to 90 minutes. Also, a live TV pickup of President Johnson at candle-lighting ceremony at Lincoln Memorial, and other feature segments. Frank Blair is host.

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NBC-New York, 12/13/63

December 13, 1963

NBC NEWS NOTES

Old pinball machines don't die, or even fade away. They migrate to Argentina, according to NBC News correspondent Ed Arnow. Obsolete machines are bought up in the South American country, and are, in Arnow's observation, "the living rage."

"The Argentines line up three-deep waiting for a chance to play the game," says Arnow, despite the fact that there's no payoff. Why, then, the craze?

Arnow theorizes: "It is a boisterous, energetic, inexpensive capsule diversion from the realities of Buenos Aires life which Argentines approach with equal enthusiasm and not much more success."

* * *

Chet Huntley will represent NBC News on a panel at the Jan. 8 luncheon of the International Radio and Television Society at the Waldorf-Astoria Hotel in New York City.

* * *

There's a drive-in cow wash. NBC News correspondent Elmer Peterson related that story on a recent report on "Emphasis," the 40-a-week series of information and opinion on the NBC Radio network.

Exploring the latest developments in the venerable business of dairy farming, Peterson reported:

"One device...involves using fencing and two concrete walls to form narrow, open passageways. As the cow enters the first of these passageways on her way from corral to barn, she triggers a valve and is soaked with water -- from one to 24 sprays. The cow
(more)

then moves on into a second passageway where she again triggers two banks of spray jets, but, in addition, is washed and scrubbed by contoured revolving brushes. Then she is thoroughly rinsed off. In really fancy form, jets of warm air can be used to dry the cows as well."

After all this, comments Peterson, the atomic age cow is ready for milking.

* * *

NBC News correspondent Cecil Brown in Los Angeles reports there's a West Coast club called the International Society of Girl Watchers and its membership kits even include small cards to be presented to the ogled by the ogler. The cards read: "You have been watched by a member of the International Society of Girl Watchers. Fun for all, and all for fun."

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NBC-New York, 12/13/63

HOLIDAY NEWS FROM NBC



December 13, 1963

* THE STORY AND THE JOY OF THE YULETIDE TO BE EXPRESSED
* IN SPECIAL HOLIDAY PROGRAMS ON NBC-TV NETWORK *

A Solemn Pontifical Mass on Christmas Eve in St. Patrick's Cathedral, New York City, and a Holy Communion service on Christmas Day in Washington Cathedral in the nation's capital will be telecast live as highlights of the NBC-TV Network's holiday schedule.

President Johnson's participation in candle-lighting ceremonies at the White House and at Lincoln Memorial in Washington also will be telecast live on NBC-TV.

An all-new NBC Opera Company color production of "Amahl and the Night Visitors," and a repeat of the "Project 20" color production of "The Coming of Christ," will be special holiday season features. Others will include "NBC's Christmas Card to the Nation," "The Story of Christmas" starring Tennessee Ernie Ford, "Bell Telephone Hour," "Walt Disney's Wonderful World of Color" and "Sing Along with Mitch."

Details of these and other NBC-TV programs for the holiday season follow (all times EST):

SUNDAY, DEC. 22

3-3:30 p.m.
(COLOR)

EXPLORING -- A Christmas special featuring music, stories, customs and traditions of the Yule season, with Dr. Albert Hibbs as host, the Ritts Puppets, and Skitch Henderson and the NBC Concert Orchestra.

(Repeat)

(more)

2 - Yuletide Programs

- 3:30-5 p.m. SUNDAY - a live telecast of President Johnson's participation in a candle-lighting ceremony at the Lincoln Memorial, an evaluation of Christmas books, and a report on the performance of four different versions of Handel's "Messiah" are highlights of this magazine-format news program.
- 6:30-7 p.m. WHITE HOUSE CHRISTMAS TREE CEREMONY -- Live telecast of the annual Christmas Tree lighting ceremony on the lawn of the White House. President Johnson will throw the switch that will light the tree, and then will deliver his Christmas message to the nation. The Tucson Boys Choir will sing.
- 7-7:30 p.m.
(COLOR) "THE COMING OF CHRIST" -- This "Project 20" program tells the story of Christ and His Ministry, utilizing the strikingly realistic still-pictures-in-action technique which the NBC unit introduced to TV. It brings to life some 300 masterpieces of painting of the late Middle Ages and the Renaissance, works drawn from 30 museums and private collections around the world.
(Repeat).
- 7:30-8:30 p.m.
(COLOR) WALT DISNEY'S WONDERFUL WORLD OF COLOR -- "From All of Us to All of You," special Christmas program of Disney cartoon favorites including Donald Duck, Bambi, Pinocchio, Cinderella, and Snow White and the Seven Dwarfs.
- 8:30-9 p.m. GRINDL -- "'Twas the Week Before Christmas," in which Grindl (Imogene Coca), working as a department store Santa Claus, discovers a robbery plot.

(more)

10-11 p.m.
(COLOR)

THE STORY OF CHRISTMAS -- Tennessee Ernie Ford stars as singer-narrator in this special, featuring familiar sights and sounds of the holiday season. The Roger Wagner Chorale and Orchestra are spotlighted. Tennessee Ernie will narrate the St. Luke version of the Nativity.

* * *

MONDAY, DEC. 23

10-11 p.m.
(COLOR)

SING ALONG WITH MITCH -- A Christmas program featuring a re-creation of the procession of the Three Kings, Christmas as it was celebrated in Charles Dickens's novels, and a contemporary Christmas celebration.
(Repeat).

* * *

TUESDAY, DEC. 24

7-9 a.m.

TODAY -- In a program of holiday features, members of the cast -- host Hugh Downs, Jack Lescoulie and Pat Fontaine -- will read not-too-familiar works appropriate to the Christmas season; the New York Woodwind Quintet will play seasonal music; NBC News' Washington correspondent Martin Agronsky will narrate a film feature about the national capital at Christmas-time.

11-11:30 a.m.

CONCENTRATION -- Fifteen children, each representing a United Nations country, will present CARE packages to small villages in other lands. The packages are village self-help kits. The children, ranging in age from seven to 13, will be interviewed by Hugh Downs.

(more)

TUESDAY, DEC. 24 (CONT'D)

10-11 p.m.
(COLOR)

BELL TELEPHONE HOUR -- Christmas program starring Jane Wyatt as hostess; singers Phyllis Curtin, Earl Wrightson and Lois Hunt; the Columbus Boychoir, ballet dancers Kirsten Simone and Henning Kronstan, and Bil Baird's Marionettes. Donald Voorhees conducts the Bell Telephone Hour. The dancers will perform the Pas de Deux from the "Nutcracker" Ballet, and Miss Wyatt will narrate the story of the Nativity and "'Twas the Night Before Christmas." The Baird Marionettes will perform the latter work.

11:15-12 mid.
(COLOR)

NBC'S CHRISTMAS CARD TO THE NATION -- Holiday special with Maria Teresa Carrillo, soprano; Alexander Scourby, narrator; the Ritts Puppets and three choral groups -- the Boys Choir of the Cathedral of St. John the Divine, New York; the Navy Air Training Command Choir, Pensacola, Fla.; and the Murray Scheck Girl Singers. Russell Stanger conducts the NBC Orchestra. Scourby will narrate the story of the Nativity, and the Ritts Puppets will perform a specialty, "Blitzen, the Reindeer."

12 mid.-
1:45 a.m.

SOLEMN PONTIFICAL MASS IN ST. PATRICK'S CATHEDRAL, NEW YORK -- Live telecast of this Roman Catholic service. Bishop John M. Maguire, Vicar-General and Auxiliary Bishop of New York, will be the celebrant. The Rev. Robert McGovern of the Cathedral staff will deliver the sermon.

* * *
(more)

WEDNESDAY, DEC. 25

7-9 a.m. TODAY -- an all-musical program featuring 16th Century instrumental works performed by the New York Pro Musica Renaissance Band. The 13-piece band, directed by Noah Greenberg, will offer music by Holborne, Byrd, Grillo, Viadana, Isaac, dalla Casa, Bruhier and Susato. The regular news and weather summaries will be the only non-musical segments during this holiday program.

11 a.m.-
12 noon HOLY COMMUNION SERVICE IN WASHINGTON CATHEDRAL, WASHINGTON, D. C. -- A live telecast of this Protestant service. The Rev. Canon William G. Workman will be the celebrant, and the Very Rev. Francis B. Sayre, Dean of the Cathedral, will deliver the sermon.

9-10 p.m.
(COLOR) NBC OPERA COMPANY -- An all-new color production of Gian Carlo Menotti's Christmas opera, "Amahl and the Night Visitors." It deals with a crippled boy and his mother who are visited by the Three Kings, who are on their way to Bethlehem to pay homage to the New-Born Child. Kurt Yaghjian is the new Amahl, and Martha King portrays his mother.

11:15 p.m.-
1 a.m.
(COLOR) TONIGHT SHOW STARRING JOHNNY CARSON -- Puppeteer Shari Lewis is a guest.

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NBC-New York, 12/13/63

HOLIDAY NEWS FROM NBC



JACK TRACY
ROOM 320

2-X-H

December 16, 1963

A Merry Christmas
To All,
And to All
A Good Year

NBC Press Department

HOLIDAY NEWS FROM NBC



December 16, 1963

'THE COMING OF CHRIST,' AWARD-WINNING NBC 'PROJECT 20' PRODUCTION,
PURCHASED FOR YULE SEASON SHOWING IN NINE FOREIGN AREAS

"The Coming of Christ," internationally acclaimed and award-winning NBC "Project 20" program, has been purchased from NBC International for showing in nine foreign areas during the Christmas season.

The half-hour color program produced in 1960 by Donald B. Hyatt, producer-director of "Project 20," will be shown for the third time on the NBC-TV Network Sunday, Dec. 22, 7 p.m. EST.

The areas which have recently purchased the program for first TV showing are the Philippines, Federal Nigeria, Holland and Mexico (Monterrey). Five others will repeat the program this year -- Australia, Hong Kong, Ireland, Cyprus and West Germany.

The much-honored program, which tells of the birth of Christ and his ministry through great painting masterpieces, has a special musical score by Robert Russell Bennett, and narration spoken by Alexander Scourby from a script by writer Richard Hanser based on the Scriptures.

Besides winning the Venice Film Festival award in 1960, it was also honored by three other foreign film festivals and the American Film Festival in New York.

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NBC TELEVISION NETWORK NEWS

December 16, 1963

'SAY WHEN' TO OBSERVE THIRD ANNIVERSARY

"Men play 'Say When' better than women," observed Art James as he discussed his NBC-TV game show which will celebrate its third anniversary on Jan. 2.

Men seem to have more of a sporting instinct and therefore play the game less cautiously than distaff contestants, according to the host of "Say When" (Monday through Friday, 10 a.m. EST).

It is estimated that more than 1,700 contestants from all over the country have appeared on the game show which originates from the NBC studios in New York. Women contestants have outnumbered the men four to one. Despite this disparity in the odds, a man, Jean Boulliane of Danbury, Conn., holds the record for remaining on the Goodson-Todman audience participation program the longest. He was champion for 11 days.

The format of "Say When" is a simple one. Two contestants compete against each other by selecting prizes and are scored by the retail value of the prizes chosen. The winner is the contestant whose final tally is closest to, without exceeding, a set limit announced at the start of each round. The first contestant to win two rounds is declared the winner of the game, keeps all the prizes he selected and continues to play the game against a new challenger. The loser also keeps any prizes he may have picked in a winning round. The bidding is usually fast and furious, with the studio audience voicing an opinion whenever the contestants hesitate.

(more)

All of the contestants for this daytime show are selected from among the studio audience. Shirley Fischer, who has the responsibility for choosing the contestants, estimates that she interviews about 125 prospective players every day upon conclusion of the program.

It is noteworthy to mention that host James, producer Bob Rowe, associate producer Ron Kweskin, announcer Wayne Howell and Miss Fischer have been with "Say When" since its debut, Jan. 2, 1961. Director Don Bohl is a relative newcomer -- he has been with the show two years.

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NBC-New York, 12/16/63

December 16, 1963

SENATE COMMITTEE HEARINGS ON ROBERT G. BAKER
TO BE GIVEN LIVE TV COVERAGE BY NBC NEWS

NBC News will give live TV coverage Tuesday, Dec. 17, to the Senate Rules Committee investigation into the activities of Robert G. Baker, the former Senate page who advanced to secretary of the Senate Democratic majority.

The NBC-TV coverage of the hearings will begin at 10 a.m., EST.

NBC News correspondents Ray Scherer and Bill Ryan will report in Washington and New York respectively. NBC-TV coverage will end at 11:30 a.m. EST. If news developments warrant, it will be resumed in the afternoon.

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December 16, 1963

16TH ANNUAL 'EMMY AWARDS' PRESENTATION TO BE
90-MINUTE NBC TELECAST MONDAY, MAY 25

The 16th annual "Emmy Awards" presentation of The National Academy of Television Arts and Sciences will be telecast on the NBC Television Network on Monday, May 25, from 10 to 11:30 p.m. EDT, it was announced today by Mort Werner, President of the Academy, and Vice President, Programs, NBC-TV Network. The production -- a combination of live, tape and film segments -- will originate in Hollywood and New York.

More than 6,000 members of the National Academy of Television Arts and Sciences in nine chapter cities across the United States vote the awards to outstanding TV programs and personalities. The members are all engaged in the TV industry.

Categories for the 1964 Emmys, hosts for the telecast, and names of "presenters" will be announced.

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December 16, 1963

YOUTH'S APPRECIATION OF "PROJECT 20" HISTORICAL PROGRAMS
GIVES "GREATEST SENSE OF SATISFACTION," SAYS
PRODUCER-DIRECTOR DONALD B. HYATT

How does NBC's "Project 20" know when it has a hit on its hands?

"Any producer loves to get favorable press comments, high ratings and top awards," says Donald B. Hyatt, producer-director of "Project 20," which has received such accolades in plenty. "However, we get our greatest sense of satisfaction when we find the youth of our country responding to our historical films like 'That War in Korea' and 'Victory at Sea,' and are impressed enough to write and express their feelings."

(This season's "Project 20" events include "That War in Korea," telecast Nov. 20; a repeat of the 90-minute version of "Victory at Sea," telecast Dec. 7; a repeat of the program, "The Coming of Christ," to be telecast in color Sunday, Dec. 22 (7 to 7:30 p.m. EST); and "The Red, White and Blue," a program dealing with American patriotism, to be telecast early in June.)

"We are gratified to know that we are contributing to young people's knowledge and understanding of history," Hyatt says. "Classrooms can do a lot that 'Project 20' can't. They can present fact in detail; we can't do that in an hour or 90 minutes. But we can provide the feeling that will stir intellectual curiosity and make youngsters more receptive to learning."

(more)

The "feeling" of history that "Project 20" can provide is often impossible to achieve in a classroom, according to many teachers who write to Hyatt. "We believe that feeling is more important than fact," he says. "Although children might forget dates and exact names of generals, if they have an emotional experience of history through TV -- if history has been made to live for them -- it will stick with them. A feeling you don't forget; a fact you do. Children are much more susceptible than adults. If you give them a feeling for something, their intellectual curiosity is stirred."

In such programs as "Victory at Sea" and "That War in Korea," Hyatt says, "Project 20" is dealing with pieces of history of which today's young people were not a part. "So many of these children were not around during World War II or the Korean War," he says. "It is amazing when one stops to think that a child born at the close of World War II would be 18 today. A 30-year-old today would have lived through that war at the ages of nine through 12 or so, and would not have anything except vague childhood memories of it."

Of the hundreds of letters teen-agers have written to "Project 20," there is one that particularly gratifies Hyatt. It was dated Dec. 29, 1960, and came in soon after the first presentation of the 90-minute version of "Victory at Sea."

"I am a teen-ager, born in August of 1945, so I didn't know very much about war," it said. "After watching your program, I just cried. It showed how Americans value their freedom with their life. I felt proud to be one, to be free, to be alive."

Hyatt's comment is, "Can you imagine how we feel after getting such a letter as this? It's the greatest reward of all."

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NBC-New York, 12/16/63

December 17, 1963

NBC AWARDED EXCLUSIVE TV RIGHTS TO FOOTBALL SCHEDULE
OF THE NATIONAL COLLEGIATE ATHLETIC ASSOCIATION
DURING THE 1964 AND 1965 SEASONS

The National Collegiate Athletic Association and the National Broadcasting Company today announced that NBC has been awarded exclusive television rights to the NCAA football schedule during the 1964 and 1965 seasons.

The announcement was made jointly by Paul W. Brechler, Chairman of the NCAA Television Committee, and Carl Lindemann Jr., Vice President in charge of NBC Sports.

The 1964 TV program calls for telecasts of college games on 14 dates -- 13 Saturdays starting Sept. 12 and continuing through Dec. 5, and Thanksgiving Day. Nine of the 14 dates will have a single nationally televised game, and the other five dates will have regional telecasts. Four games will be televised on each of the regional dates -- one more than in previous years.

A new feature of the 1964-65 program provides that at least four colleges which have never been on national or regional television previously be included each year. At least two colleges which have not appeared during the preceding five years also must be included. No college may be on television more than three times during the two-year program, and not more than one national telecast a year. Each of the eight NCAA districts must be represented by at least three member colleges each year.

(more)

Mr. Lindemann disclosed that NBC plans to televise most of the nationwide games and some of the regional contests in color.

Noting that NBC-TV also carried the NCAA football schedule in eight previous years -- 1951 through 1953, and 1955 through 1959 -- Mr. Lindemann added, "We are very pleased that NCAA football again will be seen exclusively on the NBC Television Network. There is tremendous interest in college football throughout the United States and we look forward to presenting this outstanding series to the nation's football fans."

Mr. Brechler said, "The NCAA Television Committee is delighted to have NBC as the network televising the NCAA games in 1964 and 1965."

The 1964 TV football schedule will be announced in a few months.

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NBC-New York, 12/17/63

NBC TRADE NEWS

December 17, 1963

'HUNTLEY-BRINKLEY REPORT' IS COMPLETELY SOLD WITH ADDITION OF BAUER & BLACK TO SPONSOR ROSTER

Bauer & Black Division of The Kendall Company has purchased sponsorship in NBC-TV's expanded "Huntley-Brinkley Report," making the series completely sold out through September, 1964, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The Bauer & Black order begins Jan. 10 on an alternate-week basis. The "Huntley-Brinkley Report" is broadcast Monday through Friday (7-7:30 p.m. EST) and features Chet Huntley in New York and David Brinkley in Washington, plus reports from NBC News' world-wide organization.

The Bauer & Black order was placed through Tatham-Laird, Inc. of Chicago. Other sponsors (and their agencies) in the news series, as previously announced, are: John Hancock Mutual Life Insurance Co. (McCann-Erickson Inc.), R. J. Reynolds Tobacco Company (William Esty Company Inc.), American Home Products Corporation (Ted Bates and Company Inc.), American Chicle Company (Ted Bates and Company Inc.), Aluminum Co. of America (Fuller & Smith & Ross Inc.), the Plymouth Division of Chrysler Corporation (N. W. Ayer & Son Inc.), Standard Brands Inc. (J. Walter Thompson) and J. B. Williams Company (Parkson Advertising Agency Inc.).

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MONITOR

THE NBC WEEK-END RADIO SERVICE

December 17, 1963

CLIFF ARQUETTE JOINS 'MONITOR' COMEDY LINEUP

Cliff Arquette, as Charlie Weaver, is the first new star addition to NBC Radio's "Monitor '64," it was announced today by William K. McDaniel, Executive Vice President in charge of the NBC Radio Network.

Beginning Saturday, Jan. 4, Arquette will be heard three times over the "Monitor" weekend in segments titled "Monitor Visits Mt. Idy with Letters from Mama."

The "Monitor" comedy lineup now reads:

Cliff Arquette as Charlie Weaver.

Al Capp as "Monitor's Expert on Nothing but
Opinions on Everything."

Jonathan Winters as "Monitor's Madcap
of Mayhem."

Nichols and May as "Monitor's Mirthmakers."

Selma Diamond as...Selma Diamond.

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NBC RADIO NETWORK NEWS

December 17, 1963

FOLLOW THE BANDS ACROSS THE LAND ON NEW YEAR'S EVE

NBC Radio will be swingin' 'cross-country New Year's Eve as its "All Star Parade of Bands" goes from East to West. Ten of the nation's top dance bands will swing the old year out and the new year in. The schedule for the festivities Tuesday, Dec. 31 on the NBC Radio Network follows:

11:05-11:30 p.m. EST	Peter Duchin Orchestra	St. Regis Hotel, N. Y.
11:35-11:45 p.m. EST	Count Basie Orchestra	Basin St. East, N. Y.
11:45-11:55 p.m. EST	Gene Krupa Quartet	Metropole, N. Y.
11:55-12 midnight	Times Square Celebration	New York
12:05-12:30 a.m. EST	Count Basie Orchestra	Basin St. East, N. Y.
12:30-12:55 a.m. EST	Maynard Ferguson Orch.	Birdland, N. Y.
12:55-1:30 a.m. EST	Xavier Cugat and Abbe Lane	Palmer House, Chicago
1:30-2 a.m. EST	Harry James Orchestra	Flamingo Hotel, Las Vegas
2:05-2:30 a.m. EST	Les Brown Orchestra	Newporter Inn, Newport Beach, Calif.
2:30-2:55 a.m. EST	Woody Herman Orchestra	Castaways Hotel, Las Vegas
2:55-3:30 a.m. EST	Lawrence Welk Orchestra	Palladium, Hollywood
3:30-4 a.m. EST	Lionel Hampton Orchestra	Basin St. West, Los Angeles

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December 17, 1963

NBC-TV AND RADIO BROADCAST PRESIDENT JOHNSON'S ADDRESS TO U.N.

President Lyndon B. Johnson's address to the United Nations General Assembly today (Dec. 17) was broadcast live on both the NBC Television and Radio networks.

The special program, from noon to 12:30 p.m. EST, also included comments by NBC News' U.N. correspondent Pauline Frederick and Frank McGee, NBC News correspondent in New York,

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OPENING OF SENATE HEARINGS ON R.G. BAKER'S DEALINGS
IS TELECAST EXCLUSIVELY ON NBC-TV

Opening of the Senate Rules Committee hearings on the business dealings of Robert G. Baker, former secretary to the Senate Democratic majority, was broadcast live from Washington today (Dec. 17) exclusively on the NBC-TV Network.

The program was presented from 10 to 11:30 a.m. EST. The first witness was Mrs. Gertrude Novak, widow of Alfred S. Novak, a former business associate of Baker. NBC News' Congressional correspondent Ray Scherer was the reporter on the telecast.

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December 7, 1963

NBC NEWS CORRESPONDENTS HIT TARGETS WITH
GOOD AVERAGES IN 'PROJECTION' FORECASTS

No incantations around a boiling cauldron. No crystal ball. No Ouija board. Just an educated guess based on a thorough knowledge of current events.

This is the formula used by NBC News correspondents to predict future developments on NBC-TV's year-end "Projection" specials. That the system works is evidenced by the high average of bulls-eyes scored by correspondents on "Projection '63" at the end of last year.

James Robinson forecast that Vietnam would be "just a continuing cancer for years and years to come. I think we have to enter the political situation more and more, realizing that this is not a strictly military war...."

Kenneth Bernstein on conditions in South America: "I think if we have learned something in the past year of the Alliance for Progress it is that you can't defeat illiteracy, injustice, disease, and poverty overnight. And it might be more than we thought the challenge."

Bernard Frizell, focusing on Paris: "President de Gaulle will persist in developing France's independent power in a continuing effort to give Western Europe a voice equal to that of the United States in world affairs."

(more)

Sander Vanocur on U. S. relations with the European Common Market: "You may not think it is important in the context of history, but a lot of people in this country are concerned about frozen chickens. They think Europe under the European Common Market is becoming a tight protectionist unit, and it is stopping the sale, for example, of our chickens.

Richard Valeriani on Cuba: "...despite increasing hardships, Fidel Castro and his Communist regime will survive for another year as one of our most annoying Cold War problems."

Joseph C. Harsch foresaw the possibility of "the U.S. and Soviet Union doing some business together," and Piers Anderton predicted that Konrad Adenauer would resign as Chancellor of West Germany and his successor would be Ludwig Erhard.

On Sunday, Dec. 29, NBC News correspondents will take a look into probable world developments in 1964. The NBC-TV color program (10-11 p.m., EST) is titled, "Projection '64." Their comments will also be rebroadcast by the NBC Radio Network (date and time to be announced).

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NBC-New York, 12/17/63



December 17, 1963

FOUR NBC-TV STARS TO ASSIST ARTHUR GODFREY
AND BETTY WHITE IN DESCRIBING ROSE PARADE

Four NBC-TV stars will assist Arthur Godfrey and Betty White in describing the 75th annual Tournament of Roses Parade, which NBC-TV will televise live in color on New Year's Day (Wednesday, Jan. 1 11:30 a.m. to 1:45 p.m. EST).

They are James Franciscus, star of the "Mr. Novak" series, Abby Dalton co-star of "The Joey Bishop Show," Whitney Blake, a co-star of the "Hazel" series, and Bill Dana, star of "The Bill Dana Show."

The four will be stationed on the balcony of a building overlooking the parade route where NBC-TV will have its headquarters. Each will describe one or two of the colorful, flower-covered floats as they pass their vantage point.

If time allows, Godfrey or Miss White will also interview the stars on their reaction to the beauty of the floral spectacle.

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December 17, 1963

DR. SCHWEITZER'S DAUGHTER WILL FLY FROM AFRICA TO NEW YORK
TO BE GUEST ON "JACK PAAR PROGRAM"

Mrs. Rhena Eckert, daughter of Dr. Albert Schweitzer, will fly to New York from Africa to be a special guest on "The Jack Paar Program" Friday, Jan. 10 (NBC-TV color broadcast 10-11 p.m. EST).

Mrs. Eckert will appear in connection with the showing of film taken during Paar's recent visit to Dr. Schweitzer's mission in Lambarene, Gabon, West Africa. Dr. Schweitzer will celebrate his 89th birthday on Jan. 14.

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GUEST CELEBRITIES CHOSEN FOR "YOU DON'T SAY!"

Actress June Lockhart and comedian Marty Ingels will be guest celebrities on NBC-TV's "You Don't Say!" color series the week of Dec. 23-27 (Monday through Friday, 3:30 p.m. EST). Tom Kennedy is emcee of the audience-participation show.

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NBC COLOR TELEVISION NEWS

DANNY THOMAS SIGNS LONG-TERM CONTRACT WITH NBC-TV NETWORK
TO STAR IN A SERIES OF SPECIAL PROGRAMS--ALL IN COLOR

Danny Thomas has signed a long-term contract with the NBC Television Network to star in a series of special programs, it was announced today by Walter D. Scott, Executive Vice President in charge of the NBC-TV Network. Under terms of the contract, he will star in five specials the first year.

The new series of specials in which Thomas will star will be one-hour in length and will all be broadcast in color, Mr. Scott said. The series will begin with the 1964-65 season.

Mr. Thomas will take an active part in the production of the specials in addition to starring in them. Top guest stars will appear with him.

Mr. Thomas announced some time ago that he was dropping his current weekly television series at the end of the season to concentrate on a limited number of specials each year.

"We are especially delighted to have Danny Thomas back with us on NBC because it was on the NBC Television Network that he first displayed his versatile talents for the television audience as one of the rotating headliners of the Four Star Revue," Mr. Scott said. "His new series of specials will be one of the big attractions of NBC's future television seasons."

To this Mr. Thomas added, "I'm glad to be back home."

-----o----- NBC-New York, 12/18/63

December 18, 1963

BOB FINKEL TO BE EXECUTIVE PRODUCER OF 'EMMY AWARDS'

PRESENTATION ON NBC-TV NETWORK

Veteran producer-director Bob Finkel will be executive producer of the National Academy of Television Arts and Sciences' 16th annual "Emmy Awards" presentation on NBC-TV Monday, May 25, 1964 (10 to 11:30 p.m. EDT).

Finkel's appointment to head the television industry's awards show was announced by Mort Werner, President of the National Academy and Vice President, Programs, NBC Television Network.

Finkel has been producer of the "Emmy Awards Show" three times, having served in the same capacity in 1948, the first year the awards were given; in 1960 and in 1963. The program in 1963 won nationwide praise from critics, who termed it "by far the finest in 15 years," "a fine presentation and a credit to the industry," "the best in the brief history of the Academy" and "a bright, brisk, fast Emmy Show."

Finkel is now producer of NBC-TV's "Andy Williams Show." He was born in Pittsburgh, Pa., and is a graduate of Carnegie Institute of Technology. Finkel's major television credits include producer-director assignments on such series as "The Dinah Shore Show," "The George Gobel Show," "The Dean Martin-Jerry Lewis Show" and many programs with Perry Como, Eddie Fisher, Tennessee Ernie Ford and Jackie Cooper.

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NBC COLOR TELEVISION NEWS



December 18, 1963

IDA LUPINO AND HOWARD DUFF TO BE GUEST CELEBRITIES
ON PREMIERE OF NIGHTTIME "YOU DON'T SAY!"

Ida Lupino and her husband, Howard Duff, will be the guest celebrities when NBC-TV's "You Don't Say!" audience-participation show premieres as a nighttime color program Tuesday, Jan. 7 (8:30 to 9 p.m. EST). Tom Kennedy, emcee of the daytime "You Don't Say!" color series (Monday through Friday, 3:30 p.m. EST), also will emcee the evening show.

Two teams compete in "You Don't Say!" Each is composed of a guest celebrity and a member of the studio audience, and they try to guess the names of famous people by using incomplete sentences as clues. Clues must consist of single words only.

PROGRAM HIGHLIGHT JAN. 7

YOU DON'T SAY! -- Ida Lupino and her husband, Howard Duff, are guest celebrities on premiere of nighttime program. Tom Kennedy is emcee. (Color)

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NBC COLOR TELEVISION NEWS



December 18, 1963

THE BEATLES, BRITAIN'S SMASH-HIT ROCK 'N' ROLLERS, SCHEDULED ON
"JACK PAAR PROGRAM" OF JAN. 3 IN FIRST MAJOR U.S. TV APPEARANCE;
PAUL LYNDE, JACK DOUGLAS (AND WIFE, REIKO) ON SAME TELECAST

The Beatles, Britain's sensational rock 'n' roll group, will make their first appearance on a major U. S. television show when they appear -- on the same bill as comedian Paul Lynde, comedian-author Jack Douglas and the latter's wife, Reiko -- as guests on "The Jack Paar Program" Friday, Jan. 3 (NBC-TV color broadcast, 10-11 p.m. EST).

The Beatles -- John Lennon, 23-year-old leader of the foursome; Paul McCartney, 21; George Harrison, 20; and Ringo Starr, 23 -- play guitars and drums and sing pop songs which they write themselves. Their unique style was described in a recent New York Times article as making Elvis Presley seem like "an Edwardian tenor of considerable diffidence."

How the Beatles perform and the effect of their act on a British audience will be depicted in this unusual film feature.

The influence of "Beatlemania" has cut across Britain's class distinctions. According to the Times, 400 schoolgirls fought police in Carlisle for four hours while trying to get tickets to a Beatles show; during a rehearsal for the Royal Variety Show, the Beatles were marooned inside the London Palladium for 13 hours because the authorities considered it unsafe for them to leave without being mobbed by their

(more)

adoring fans, and during the Royal Variety Show the Queen Mother was observed clapping on the off-beat and Princess Margaret snapped her fingers just like any admirer.

Another unusual highlight will be supplied by Lynde, who will read humorous poetry of his own composition. Douglas and his wife, Reiko, will serve as commentators for films taken during their trip to the Far East to visit relatives.

PROGRAM HIGHLIGHT JAN. 3

THE JACK PAAR PROGRAM: The Beatles (rock 'n' roll foursome that is a sensational hit in England), comedian Paul Lynde, comedian-author Jack Douglas and the latter's wife, Reiko, are guests. (Color)

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NBC-New York, 12/18/53

December 19, 1963

NBC-TV'S EXCLUSIVE COVERAGE OF 1964 NCAA FOOTBALL
SCHEDULE IS COMPLETELY SOLD OUT IN TWO DAYS

Complete sponsorship of NBC-TV's exclusive coverage of the 1964 National Collegiate Athletic Association football schedule was announced today by Walter D. Scott, Executive Vice President in charge of the NBC Television Network.

The sellout, to four national advertisers, was accomplished in less than two days after NBC, on Dec. 17, was awarded exclusive TV rights to the NCAA football schedule during the 1964 and 1965 seasons.

One-quarter sponsorship each was purchased by Chrysler Corporation, General Cigar Co. Inc., The Gillette Co. and Texaco Inc.

The 1964 TV program calls for telecasts of college games on 14 dates -- 13 Saturdays starting Sept. 12 and continuing through Dec. 5, and Thanksgiving Day. Nine of the 14 dates will have a single nationally televised game, and the other five dates will have regional telecasts. Four games will be televised on each of the regional dates -- one more than in previous years.

NBC plans to televise most of the nationwide games and some of the regional contests in color.

The Chrysler and General Cigar orders were placed through Young & Rubicam Inc.; the Gillette order through Maxon Inc., and the Texaco order through Benton & Bowles Inc.

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December 19, 1963

Attention, Sports Editors

GENERAL MILLS TO SPONSOR TWO PROGRAMS PRECEDING
NBC TELECASTS OF POST-SEASON GRID GAMES

Sportscaster Lindsey Nelson will be the host of "NFL Championship Scouting Report" and "Rose Bowl Preview" preceding NBC-TV's telecasts of two post-season football contests.

Both pre-game programs will be sponsored by General Mills Inc. (through Knox Reeves Advertising Inc.).

"NFL Championship Scouting Report" will be a 15-minute show Sunday, Dec. 29, starting at 12:30 p.m. EST. The National Football League Championship Game between the New York Giants and Chicago Bears will be televised by NBC-TV starting at 12:45 p.m. EST, 15 minutes before kickoff.

"Rose Bowl Preview" will be a five-minute show (black and white) preceding NBC-TV's color coverage of the Rose Bowl Game Wednesday, Jan. 1. The program is scheduled for 4:40 p.m. EST.

Both pre-game shows will preview the game that follows, with films of the teams and stars in earlier action. Dan Wise will produce both programs for Tel Ra Productions.

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NBC COLOR TELEVISION NEWS



December 19, 1963

LINDA NEWMAN, MICHAEL TRIMBEL AND RICHARD TORIGI ARE CHOSEN
FOR MAIN ROLES IN OPERA, 'LUCIA di LAMMERMOOR'

Two-Hour Color Program to Be Presented in English

Linda Newman, Michael Trimbel and Richard Torigi have been chosen for the principal roles in Donizetti's "Lucia di Lammermoor," to be presented by the NBC Opera Company, in English, Sunday, Jan. 19 on NBC-TV (color program 2-4 p.m. EST). Miss Newman will sing the title role, Trimble is cast as her lover Edgardo and Torigi as her brother Enrico, Lord Ashton.

The cast includes Joan Caplan as Alisa, Chester Watson as Raimondo, Jerold Siena as Arturo, Lord Bucklaw and Nico Castell as Normanno. The performance will be conducted by Alfred Wallenstein. The production will have a new English translation, by Anne Grossman, commissioned by the NBC Opera Company. Samuel Chotzinoff is producer and Kirk Browning is director. Sets will be designed by Robert Wightman and costumes by Noel Taylor.

Miss Newman, a coloratura soprano, was born in Detroit. She studied at Santa Cecilia Academy in Rome and the Mozarteum in Salzburg. She had dramatic training in New York with Patricia Neway. Miss Newman, new to TV audiences, has sung leading roles at the New York City Opera Company and with the Baltimore Civic Opera. She sang in Rome both on radio and in the opera house.

(more)

Michael Trimbel, tenor, first studied in his home state of Texas and later privately in New York. He is a winner of the National Council Auditions of the Metropolitan Opera. He has sung in opera at the Aspen Festival and in Dallas and Hartford. He sang tenor leads in opera performances in Milan and Florence earlier in 1963. After the NBC Opera production, he will go to Berne, Switzerland, where he will sing in the opera for several months. Next Summer he will sing at the Cincinnati Summer Opera.

Richard Torigi, baritone, was highly acclaimed for his performance as Manfredo, the husband, in "The Love of Three Kings," in the NBC Opera Company television performance of two years ago. He also sang Marcello in "La Boheme" and appeared in the NBC presentation of "Boris Godunov." On Broadway, Torigi alternated with Robert Weede in "Most Happy Fella." Torigi was born in Brooklyn, and received all his musical training in this country.

PROGRAM HIGHLIGHT JAN. 19

NBC OPERA COMPANY: "Lucia di Lammermoor" -- The opera by Donizetti presented in English with Linda Newman as Lucia, Michael Trimbel as Edgardo and Richard Torigi as Enrico. Alfred Wallenstein conducts. (Color)

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NBC-New York, 12/19/63

HOLIDAY NEWS FROM NBC



HOPE (BOB) AND GOOD CHEER ARE AHEAD FOR GI'S IN MEDITERRANEAN AREA AND THE MIDDLE EAST AS TROUPE STARTS 16,000-MILE YULE TOUR

LOS ANGELES, DEC. 19 -- Bob Hope was packed and ready, but last-minute advice from his personal physician forced him to delay by 48 hours his scheduled takeoff today on his annual Christmas visit to GI's overseas.

Two more days' rest for Hope were ordered by his physician as a result of his "general physical reaction to recent treatments." Earlier this month, the comedian underwent photo-coagulation of a blood clot in his left eye.

The Hope troupe left here this morning by military jet as scheduled on the 16,000-mile tour of U. S. military bases in the Mediterranean area and Middle East. Hope will leave Los Angeles by commercial airliner Saturday to join the group in Ankara, Turkey, on Sunday.

This year's troupe, an attractive Yuletide package from Hollywood, includes Tuesday Weld, Anita Bryant, Jerry Colonna, the Earl Twins (Ruth and Jane), Miss USA (Michele Metrisko), John Bubbles, Peter Leeds and Les Brown and his Band of Renown.

First stop in the 12-day USO and Defense Department sponsored tour, will be Turkey where the troupe will entertain for five days performing eight shows at military installations both large and small. For example, on Christmas Eve Hope will be playing to an audience of

(more)

Air Force, Navy and Army personnel at Diyarbakir Air Base in Turkey, and on Christmas Day at Cigli Air Base in Iznir, Turkey.

From Turkey the Hope troupe flies to the island of Crete, then to Athens, then to Tripoli, Libya, and the final stop will be Naples aboard the U.S.S. Shangri-La, anchored in the picturesque bay.

Filmed highlights of the tour, Hope's 12th to overseas bases at Christmas, will be broadcast as a 90-minute TV special, "Chrysler Presents the Bob Hope Christmas Show" Friday, Jan. 17 (NBC-TV Network, in black and white only, 8:30-10 p.m. EST). This will be Hope's first 90-minute Christmas TV show.

Hope's visits to Turkey and Greece this year will be "firsts" in his world-hopping for GI's. He previously entertained servicemen in Italy on his 1958 tour when he also visited North Africa.

He made his first overseas trek in 1948 to Berlin, seven years after presenting his initial soldier show at March Field, Calif. In 1949 he went to Alaska; the following year to the Pacific; in 1954 Greenland; in 1955 to England and Iceland; 1956 again to Alaska; 1957 to the Orient; 1958 to the Azores, North Africa, Iceland and Europe; 1959 back to Alaska; 1960 to the Caribbean; 1961 to Newfoundland and Greenland, and last year a return to the Far East.

Christmas 1951 and 1953 found Hope entertaining at the Veterans' Hospital in Long Beach, Calif. In 1952 he carved turkey at his own family dining table in North Hollywood.

Honors for his dedication to American servicemen at home and abroad have been varied and numerous. The late President John F. Kennedy presented Hope with a Congressional Gold Medal for "services to his country in the cause of world peace" on Sept. 11, 1963. Ceremonies in the White House Rose garden were attended by 100 members of Congress.

(more)

NBC TELEVISION NETWORK NEWS

'THE PROBLEMS OF THE PRESIDENCY' TO BE NBC NEWS TV SPECIAL

- - -

Hour to Explore Questions Facing the Johnson Administration

FOR RELEASE MONDAY A.M., DEC. 23

"The Problems of the Presidency," a special NBC News program exploring critical questions facing President Lyndon B. Johnson and his administration, will be broadcast on the NBC-TV Network, Sunday, Jan. 5 (10-11 p.m. EST)

Frank McGee will be the narrator and Chet Hagan the producer. Special reports and commentary will be provided by Chet Huntley, David Brindley, Sander Vanocur, Nancy Dickerson and Ray Scherer.

Some of the topics to be discussed, according to Hagan, will be the President's dealings with Congress, crucial areas in the field of foreign policy, the changing character of the White House staff, and Mr. Johnson's new importance in domestic politics.

Authorities in the various fields, including Congressmen, foreign policy experts and close observers of the Washington scene, will be interviewed on the program.

In the area of the President's dealing with Congress, special emphasis will be placed on the probable future of the civil rights bill and the tax cut measure, according to Hagan. Congressmen from both sides of the aisle will comment.

Authorities in the field of foreign affairs will be interviewed on the President's potential moves in this country's relations with Vietnam, Germany, Latin America, France, Cuba and the Soviet Union.

(more)

Mr. Johnson's political future, including his chances for 1964 nomination and election, his possible Vice Presidential running mate, and who may face him on the Republican ticket, will be explored.

Another topic to be discussed, Hagan said, will be the possible changing configuration in the White House staff with the emergence to importance of such long-time Johnson aides as William Moyers, the 29-year-old deputy director of the Peace Corps; George E. Reedy, special assistant and press secretary to Mr. Johnson since 1951, and Abe Fortis, a Washington attorney.

-----PROGRAM HIGHLIGHT JAN. 5-----

THE PROBLEMS OF THE PRESIDENCY: A special NBC News program exploring critical questions facing President Lyndon B. Johnson in 1964. Frank McGee is narrator.

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NBC-New York, 12/20/63

NBC TELEVISION NETWORK NEWS

'NBC WHITE PAPER' PROGRAMS ON BAY OF PIGS INVASION AND CUBAN MISSILE CRISIS ARE RESCHEDULED

FOR RELEASE MONDAY, DEC. 23

A detailed record of two major events in recent American foreign policy -- the Invasion of the Bay of Pigs and the Cuban Missile Crisis -- will be presented in two programs in NBC-TV's "NBC White Paper" series Sunday, Jan. 26 and Tuesday, Feb. 4 (both 10-11 p.m. EST). (NOTE: The programs have been rescheduled from earlier announced dates.)

The programs, presentations of Creative Projects, NBC News, will be produced and written by Fred Freed. Irving Gitlin is executive producer. Chet Huntley is the reporter on both programs.

In commenting on these two studies of American foreign policy, producer Freed said, "These two programs are related, not only because they are about Cuba, but because they are prototypes of things which may happen again. They show how, in the nuclear age, our power was ineffective in dealing with a poverty-stricken country of six million people on the one hand, and effective against the second greatest power in the world on the other."

The Xerox Corporation will sponsor the Jan. 26 program, "Cuba: Bay of Pigs," which will trace events from President Eisenhower's announcement in March, 1960, that he had decided to proceed with plans for organizing and training a military force of Cuban exiles, through April, 1961, and the failure of the invasion force.

(more)

Cubans who played major parts in the events that led up to the invasion have contributed significant information to this telecast and, in addition, large segments of films of the invasion which have never before been seen in this country also will be included in the Jan. 26 program.

Producer Freed and Len Giovannitti, associate producer and director, began their research on the programs about a year ago.

PROGRAM HIGHLIGHT JAN. 26

NBC WHITE PAPER: "Cuba: Bay of Pigs," first of two Creative Projects' specials on U. S. Foreign policy in Cuba. Second program will be telecast February 4.

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NBC--New York, 12/20/63

PREMIERE



NBC COLOR TELEVISION NEWS

"LET'S MAKE A DEAL," WITH MONTY HALL AS HOST, STARTS DEC. 30

Contestants in Studio Audience to Compete on Daytime Color Series

Contestants, chosen from the audience, will compete for valuable prizes with host Monty Hall on the premiere of "Let's Make a Deal," daytime game series to be presented in color Mondays through Fridays on NBC-TV starting Monday, Dec. 30 (2-2:25 p.m. EST).

On the first show, Hall will ask for contestants who can sing the first line of any song, are willing to part with a shoe or a checkbook or who can produce a driver's license. He will offer prizes in return and will then give contestants a chance to trade these for unknown prizes which may or may not prove more valuable. Prizes will be hidden in various misleading containers. There is no limit to the number of deals Hall can make with any one contestant.

At the program's conclusion, contestants will compete for a major prize located behind one of three doors on stage.

Associate producer Jay Stewart and model Carol Merrill will help Hall with the various prize offers during the show.

"Let's Make a Deal" is a Stefan Hatos-Monty Hall Production. The show is produced by Hatos, directed by Joe Behar, and written by Alan Gilbert, Berni Gould and Tony Newton.

PROGRAM HIGHLIGHT--DEC. 30

"LET'S MAKE A DEAL -- Premiere of daytime game show with Monty Hall as host. Studio contestants will vie for prizes they can swap. (Color).

-----o----- NBC-New York, 12/20/63

NBC COLOR TELEVISION NEWS



December 20, 1963

CREDITS FOR "LET'S MAKE A DEAL," NEW DAYTIME COLOR SERIES ON NBC-TV

Title: "Let's Make a Deal"

Time: NBC-TV color broadcasts, Mondays through
Fridays (starting Monday, Dec. 30)
(2-2:25 p.m. EST)

Starring: Monty Hall

Format: Game show in which Hall offers studio
audience contestants a chance to qualify
for unknown prizes of varying value.
Contestants may make one or several swaps.

Produced by Stefan Hatos

Directed by Joe Behar

Associate Producer: Jay Stewart

Written by Alan Gilbert, Berni Gould and Tony Newton

Assistants to Producer: Henry Koval and Richard Tugwell

Musical Director: Ivan Ditmars

Unit Manager: Jack Watson

Technical Director: Joe Strauss

Lighting Director: Jim Kilgore

Audio: Bill Cole

Video: Ray Olsen

Production: A Stefan Hatos-Monty Hall Production

Origination: NBC Color Studios, Burbank, Calif.

Sponsors: Various

NBC Press Representatives: Rolf Gompertz (Burbank) and Stan Levine
(New York)

-----O-----

JOHNNY CARSON TO EMCEE FIRST ANNUAL AWARDS

DINNER OF THE ACADEMY OF SPORTS EDITORS

Johnny Carson has been selected by the Academy of Sports Editors to emcee its first annual awards dinner. The event, honoring the nation's top 34 athletes and teams of 1963, will be held Jan. 19 at the Hilton Hotel in New York City.

The star of NBC-TV's "Tonight Show Starring Johnny Carson" is a fervent sports fan and a capable athlete. For recreation, he has pitched batting practice at the Yankee Stadium to Mickey Mantle, Elston Howard and Roger Maris, he has scrimmaged with the New York Jets, he owns and sails his own boat, he is learning to fly a plane, and he can more than hold his own in any competitive sport.

The Academy of Sports Editors consists of more than 100 newspaper sports editors of the nation. Present at the banquet, in addition to Academy members, will be the winners of the 1963 awards and many athletes that have been rated as all-time greats.

There are 34 categories in which the Academy, by the votes of its members, will make awards. The Editor's Star is the sports world's equivalent of the movies' Oscar and TV's Emmy.

Proceeds from this \$50-a-plate event will go to the March of Dimes.

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NBC-New York, 12/20/63

HOLIDAY NEWS FROM NBC



December 20, 1963

FOR EDWIN NEWMAN, IT'S ONLY HEWMAN
TO MARK CHRISTMASTIME WITH A RIME

Following is the Christmas greeting composed by NBC News'
Edwin Newman who will present it on the "Sunday" program of Dec. 22
(NBC-TV, 3:30-5 p.m. EST):

Good Evening friends in videoland
Adulteo and kiddeoland
This is a time for cheery behavior
Merry Christmas, Scandinavia.
The European Common Market,
May you hit your expert target.
Australia, Africa and Asia Major and Minor
With the exception of Communist China.
The same for Castro called Fidel
I cannot wish you very well.

Season's wishes, Joseph C. Harsch,
You should be photographed by Yousuf C. Karsh.
Merry Christmas, Barry Goldwater,
Not to mention Enos Slaughter.
Elizabeth Taylor, Cleopatra,
As time goes by, getting fatra.
A piece of advice for Cassius Clay:
He who fights Liston and runs away, may live to fight
another day.

Merry Christmas, Istanbewel
Of the Sea of Marmara, the undoubted jewel.
Another Turkish delight, Ankara,
To go again, I hankara.
Merry Christmas, Katmandu
I'd like to be a Nepal to you.
An absence of greetings to Federico Fellino,
Who made "La Dolce Vita," but for making "8 $\frac{1}{2}$ " should be
placed in a padded cellini.
Here is another critical stricture,
"It's a Mad, Mad, Mad, Mad World" is a bad, bad, bad, bad
picture.

(more)

Best Christmas wishes
To well-known musishes.
I hope the tie fits, Jascha Heifetz.
Lend not nor borrowitz, Vladimir Horowitz.

Breathes there a man with soul so dead who never to
himself has said,
This is my own, my Christmas pume,
So merry Christmas, Sir Alec Douglas-Home.
Also Charles de Gaulle, to the French the grand asparagus,
Merry Christmas, George Maharagus.
Roger Staubach, Roger Brown,
Sophia Loren in an evening gown.
Patriarch Athenagoras,
Merry Christmas, my thesaurus.

Sandy Koufax, Sandy Vanocur,
To Jewish viewers, happy Hanocur.
Hale Boggs, hail quagmires,
Hail national institute of cleaners and dyers
Willie Mays, Warren Spahn,
Ludwig Erhard, Aga Khan
Other friends near and yon.

Wilt, Chamberlain, or better yet, flower
Professional basketball's leaning tower.
In professional football, New York beat Cleveland by just
a little.
This is how a season ends, not with a Brown, but a Tittle.

For NBC producers, a special obeisance,
For Newman is available in the coming seisance.
The NBC beards now pass in pursuit
Wishing us all a Christmas hirsute.
Singing off pitch with Mitch,
Itch along with Skitch.
George Clay covers Africa, with the tsetse fly and tick
Piers Anderton covers India, which almost makes him sikh.

Now friends, including each babe in a carriagiola,
Merry Christmas from Schickel and Garagiola,
From Dickerson, Saarinen, Zinsser and Scherer,
Bookspan and Frank Blair, our brave standard bearer.
Greetings from us to all of youse.
Signed: Edwin Newman, NBC News.

Newman appears every Sunday as special features editor of
the "Sunday" show.

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NBC-New York, 12/20/63

MONITOR

THE NBC WEEK-END RADIO SERVICE

December 23, 1963

SHARI LEWIS TO BE ON NBC RADIO'S

"MONITOR '64" SCHEDULE

Shari Lewis is the second major addition to "Monitor '64," NBC Radio's weekend service. (Cliff Arquette was announced last week.)

Beginning Jan. 11, in a segment titled "Dear Shari," the noted ventriloquist-singer-dancer-actress, will talk about the humorous letters she and her "friends," Lamb Chop and Charlie Horse, receive from children everywhere. Shari will also talk about things that go on inside little children's minds.

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December 23, 1963

"LUCIA di LAMMERMOOR" DONIZETTI'S MOST FAMOUS WORK

NBC Opera Company to Present Opera in English

Gaetano Donizetti composed 64 operas and operettas in addition to "Lucia di Lammermoor," but it is principally by this work that he is best known in the world of opera. The NBC Opera Company will present "Lucia" in English Sunday, Jan. 19 on the NBC-TV Network in color (2-4 p.m. EST).

During his lifetime (1797-1849) Donizetti achieved dazzling game. His operas held the stage throughout Italy. He composed rapidly and most of his works have not survived the tests of time. However, in addition to "Lucia," several works are performed, though not so frequently. Two comedies, "L'Elizir d'Amore" and "Don Pasquale," are perhaps the most widely played. Such operas as "La Figlia del Regimento" or "Linda di Chamomix" are sometimes revived for a noted singer. In recent years, the historic tragedy, "Anna Bolena," has also been revived with success.

Most critics attribute Donizetti's success to his easy and gracious flow of melody. In the period in which he wrote, it was the singers who dominated. Composers wrote arias and concerted numbers to help "show off" the voices -- and singers were encouraged by audiences and composers to embellish the music with vocal decorations of their own devising.

(more)

To many opera-goers, "Lucia di Lammermoor" means the "sextette" and the "mad scene." But the opera is far more than that. In Sir Walter Scott's "The Bride of Lammermoor," the novel on which the opera libretto is based, Donizetti found a worthy dramatic subject. The tale of two young lovers from feuding families, a situation which also is the basis of "Romeo and Juliet," inspired Donizetti to create one of his most viable lyric dramas. In the NBC Opera Company production, producer Samuel Chotzinoff hopes to emphasize the dramatic values as well as the musical ones.

The title role of "Lucia" has attracted every coloratura soprano since the opera was first composed in 1835, and such famous singers as Melba, Patti, Sembrich, Galli-Curci, Pons, Callas and Sutherland have won worldwide plaudits.

Lucia is the daughter of the Ashton family, whose fortunes are at a low ebb. She is in love with Edgardo of Ravenswood, son of a rival family. Secretly she and Edgardo have vowed their love and exchanged rings. But while Edgardo is away, Lucia's brother Lord Ashton, using a forged letter, convinces Lucia that Edgardo has been unfaithful to his vows. Lucia is forced by her brother to wed Lord Arthur Bucklaw so that their wealth and position will be made secure. At the moment of singing the wedding contract, Edgardo reappears, and the famous sextette occurs in a scene of tense drama. Edgardo denounces Lucia, and later Lucia goes mad and murders her husband. Then follows the "mad scene" in which Lucia appears before the celebrating wedding guests, dagger in hand, and sings to her lover Edgardo. Ashton realizes his cruelty and is remorseful. The opera provides the tenor (Edgardo), too, with a dramatic solo scene. Alone in the family cemetery, he commits suicide after he learns of Lucia's innocence.

CREDITS FOR 'ORIENT EXPRESS,' NBC NEWS COLOR SPECIAL
OF TUESDAY, JAN. 7 (NBC-TV NETWORK 10-11 P.M. EST)

Description: A journey across Europe aboard that symbol of international intrigue and mystery, the Orient Express, is made in a full-hour NBC News color TV special. Covering 1,880 miles in 80 hours, the train crosses seven countries: France, Switzerland, Italy, Yugoslavia, Bulgaria, Greece and Turkey. En route from Paris to Istanbul, NBC News correspondent Edwin Newman learns about fellow-passengers, chats with railway employees, has varied adventures at stops, recounts lively historical anecdotes about the famous train, and keeps a sharp eye out for the mysterious, the suspicious and the untoward.

Correspondent: Edwin Newman

Produced by: Lou Hazam

Director: Tom Priestley

Associate Producer: Daniel Karasik

Original score composed and conducted by: Jacques Belasco

Photography: Paul Bruck

Cameramen: Joseph Oexle, Harry Thoess, Claude Favier

Supervising film editor: Constantine S. Gochis

Film editor: Loftus McDonough

Sound: Andre Lebaut

Unit manager: William Lynch

Sponsor: Humble Oil and Refining Company

Agency: McCann-Erickson, Inc.

NBC Press representative: Arthur Oppenheim (New York)

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NBC-New York, 12/23/63

NBC TELEVISION NETWORK NEWS 2-X-H

December 24, 1963

HENRY MORGAN SIGNED TO APPEAR REGULARLY ON
'THAT WAS THE WEEK THAT WAS'; NANCY AMES
WILL SING OUT THE NEWS ON EACH TELECAST

Henry Morgan has been signed to appear regularly on NBC-TV's new satirical revue, "That Was the Week That Was," which premieres Friday, Jan. 10 (9:30-10 p.m. EST).

Morgan, a pioneer of satire in broadcasting, will be featured each week in the cast of players. He appeared on the recent NBC-TV special hour which previewed the series.

Nancy Ames, who also starred in the preview, has been named the "TW3 Girl" and will sing a running commentary on the late news events of each week.

Robert Emmett, Earl Doud and Gerald Gardner, the three writers responsible for the preview's script, have been assigned to write the weekly telecasts.

Leland Hayward is executive producer of "That Was the Week That Was." Marshall Jamison is producer and director.

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NBC COLOR TELEVISION NEWS

December 24, 1963

SENATOR BARRY GOLDWATER WILL APPEAR ON 'MEET THE PRESS' JAN. 5;
GOVERNORS SCRANTON AND ROMNEY AND OTHERS MENTIONED PROMINENTLY
AS REPUBLICAN PRESIDENTIAL NOMINEE WILL VISIT SERIES LATER

Arizona's Senator Barry Goldwater has accepted an invitation to be the guest of "Meet the Press" Sunday, Jan. 5 (NBC-TV, in color, 6-6:30 p.m. EST, and NBC Radio, 6:30-7 p.m. EST). Two other Republicans -- William Scranton, Governor of Pennsylvania, and George Romney, Governor of Michigan -- have also agreed to appear on the series early in 1964, it was announced today by Lawrence E. Spivak, producer of "Meet the Press."

In recent weeks, New York's Governor Nelson A. Rockefeller has been a "Meet the Press" guest, and Spivak and his staff have extended invitations to other republicans who have been mentioned prominently as possible Presidential candidates, and they will appear later in the year.

Democrats regarded as possible Vice Presidential candidates have also been invited to the program. Two of them -- Robert Sargent Shriver Jr., Director of the Peace Corps, and Adlai E. Stevenson, Ambassador to the United Nations, were on "Meet the Press" the past two Sundays.

PROGRAM HIGHLIGHT JAN. 5

MEET THE PRESS -- Guest will be Senator Barry Goldwater
(R.-Ariz.).

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December 26, 1963

THE DOW CHEMICAL CO. BUYS INTO
11 NBC-TV NIGHTTIME PROGRAMS

Sponsorship in 11 nighttime NBC-TV programs has been purchased by The Dow Chemical Co., it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs ordered include "Espionage," "The Eleventh Hour," "Monday Night at the Movies," "Mr. Novak," "International Showtime," "The Lieutenant," "The Joey Bishop Show," "Saturday Night at the Movies," "Temple Houston," "Sing Along with Mitch" and "The Bill Dana Show."

The Dow order was placed through MacManus, John & Adams.

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December 26, 1963

KFDI (WICHITA, KANSAS) BECOMES
NBC RADIO AFFILIATE ON JAN. 1

KFDI, Wichita, Kansas, becomes affiliated with the NBC Radio Network, effective Jan. 1, it was announced today by Tom Knode, Vice President, Station Relations, National Broadcasting Company.

The corporate name of the station is Wichita Great Empire Broadcast Company. Mrs. Bernice Lynch is the station owner. Frank Lynch is Vice President and National Sales Manager and James Treat is General Manager.

KFDI operates on a frequency of 1,070 kilocycles with a power of 10,000 watts days and 1,000 watts nights.

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NBC RADIO NETWORK NEWS

December 26, 1963

GRANDSON OF ARTURO TOSCANINI AND MEMORIAL MUSIC SCHEDULED
FOR "TOSCANINI--THE MAN BEHIND THE LEGEND" IN OBSERVANCE
OF THE SEVENTH ANNIVERSARY OF THE MAESTRO'S DEATH

A memorial program observing the seventh anniversary of the death of Arturo Toscanini, will be presented on the series, "Toscanini--the Man Behind the Legend," on the NBC Radio Network (except WNBC) Wednesday, Jan. 15 (9:05 p.m. EST, on WNBC only) and Sunday, Jan. 19 (11:10 p.m. EST). Guest on this occasion will be Toscanini's grandson Walfredo Toscanini. The young Toscanini, son of Walter Toscanini, is now a practicing architect.

Walfredo Toscanini will recall his grandfather as he knew him from his childhood. He will recount personal anecdotes of events in Italy, at Salzburg, and on the famous transcontinental American tour in 1950.

Maestro Toscanini died Jan. 16, 1957.

Producer Don Gillis has selected the "Siegfried Death and Funeral Music" from Wagner's "Gotterdammerung" as a musical commemoration. The major selection of the program will be Debussy's "Iberia" which will open the broadcast.

RADIO PROGRAM HIGHLIGHT

"TOSCANINI--THE MAN BEHIND THE LEGEND" -- a memorial program observing the seventh anniversary of the maestro's death. His grandson, Walfredo Toscanini, is guest.

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NBC COLOR TELEVISION NEWS

THREESOME OF STARS FROM 'THE VIRGINIAN' TO RIDE HORSES IN ROSE PARADE

James Drury, star of NBC-TV's "The Virginian," and his series co-stars Gary Clarke and Doug McClure have been selected to participate in the 75th annual Tournament of Roses Parade, which the network will broadcast live and in color on New Year's Day (Wednesday, Jan. 1, 11:30 to 1:45 p.m. EST). The trio will enter as an equestrian unit riding the horses they use in their television series.

As announced, four other NBC-TV stars will assist Arthur Godfrey and Betty White in describing the parade. They are James Franciscus (of "Mr. Novak"), Abby Dalton (of "The Joey Bishop Show"), Whitney Blake (of "Hazel") and Bill Dana (of "The Bill Dana Show").

-----O----- REPAYING A BILL (DANA) --IN HOLIDAY STYLE

Washington's Governor Alberto Rossellini doesn't forget a favor.

Earlier this year, NBC-TV star Bill Dana (who portrays Jose Jimenez), on "The Bill Dana Show", took time out from a busy schedule to fly to Seattle for a benefit performance as guest conductor of the city's symphony orchestra. The governor said that he would try to repay the favor.

On Jan. 1, the favor will be repaid. Right after he winds up his duties as part of the NBC-TV team describing the 75th annual Tournament of Roses Parade (11:30 a.m. to 1:45 p.m. EST in color), Dana will take his place in the governor's box at the Rose Bowl to watch the Washington-Illinois football game which will be covered in color by NBC-TV (4:45 p.m. EST) and broadcast on NBC Radio.

-----O----- NBC-New York, 12/26/63

CREDITS FOR NBC-TV NETWORK'S COLOR COVERAGE OF
THE 75TH ANNUAL TOURNAMENT OF ROSES PARADE

Program: "Tournament of Roses Parade"

Time: NBC-TV color broadcast, Wednesday, Jan. 1
(11:30 a.m. to 1:45 p.m. EST)

Origination: Pasadena, Calif.

Commentators: Arthur Godfrey and Betty White (John
Davidson will assist).

Announcers:
(pre-parade activities): Arthur Godfrey and Roy Neal

Format: On-the-spot color coverage of the 75th
annual Tournament of Roses Parade with
four color cameras placed along parade
route at varying elevations and a fifth
camera located in a blimp which will
hover over the route of March.

Producer: Bill Bennington

Director: Dick McDonough

Associate Producers: Howard Ross and Art Weingarten

Unit Manager: Jack Watson

Sponsors (and agencies)
for NBC-TV color coverage: Minute Maid Corp. (McCann-Erickson Inc.)
and Hi-C (Dancer-Fitzgerald-Sample).

NBC Press Representatives: Doug Gordon (Burbank) and Hal Bender
(New York).

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NBC-New York, 12/26/63

THE 7TH ANNUAL TOURNAMENT OF NOBLES
CREDITS FOR NEW-TV NETWORK'S COLOR COVERAGE OF

Program:

Time:

Station:

Comments:

Announcer:
(Pre-game activities):

Event:

Producer:

Director:

Associate Producer:

Unit Manager:

Rehearsal (and agencies)
for NBC-TV color coverage:

and NBC-TV representatives:

(New York)

NBC-TV Color Coverage

"Tournament of Nobles" is a new series of
NBC-TV color coverage of the 7th Annual
(11:30 a.m. to 1:00 p.m. EST)
Saturday, July 11,
at the Madison Square Garden (MSG)
Tennis Center and Polo Field (MSG)
Tennis Center and Polo Field
MSG-TV color coverage is the 7th
Annual Tournament of Nobles which will
feature a variety of events including
tennis, polo, and other sports and a 7:15
a.m. pre-game show at 7:15 a.m. EST
from the MSG Polo Field.
Bill Thompson
Tommy Thompson
Howard Stern and his associates
Gene Shyne
James M. Gold Corp. (New York City, N.Y.)
and NBC-TV (New York City, N.Y.)
Long (New York City, N.Y.) and his
associates.

NBC TELEVISION NETWORK NEWS B-X-H

NBC NEWS TO DEVOTE MORE THAN 3½ HOURS OF TELEVISION
COVERAGE TO VISIT OF POPE PAUL VI TO THE HOLY LAND

FOR RELEASE MONDAY A.M., DEC. 30

NBC News will devote more than three-and-a-half hours of television coverage to the historic three-day visit of Pope Paul VI to the Holy Land starting Jan. 4.

The coverage will include two NBC-TV specials, and extensive reports on regular NBC News programs and in bulletins. NBC News also plans speedy same-day telecasting of newsfilm transmitted to the U.S. via cable.

A special half-hour NBC News program on the Pope's journey will be telecast on NBC-TV Monday, Jan. 6 -- the last day of the historic trip -- from 4:30 to 5 p.m. EST. The program will include film and tape coverage of the trip's highlights including some of the Pope's activities during the final day of his tour.

As announced earlier, "The Pope's Pilgrimage," a full-hour color special, will be presented on NBC-TV Wednesday, Jan. 8 (9 p.m. EST). In addition, there will be coverage of the Pope's three-day visit on "Sander Vanocur's Saturday Night Report," "Sunday" and "Today."

Following is a schedule of NBC News coverage of the Pope's journey on regular and special NBC-TV programs (all times EST):

Saturday, Jan. 4 -- "Sander Vanocur's Saturday Night Report" (6-6:15 p.m.)

(more)

Sunday, Jan. 5 -- "Sunday" (3-4 p.m.) First films of Pope Paul VI crossing the Jordan on his way to Nazareth early on Jan. 5 will be rushed to London for transmission via cable to the U.S. for inclusion on "Sunday." Other features will include a visit with the Papal representative to the United States and comments by Edwin Newman on Vatican diplomacy.

Monday, Jan. 6 -- "Today" (7-9 a.m.) The program will devote the 8-9 a.m. hour to coverage of the Pope's trip, including a report on the message to be delivered by the Pope in Bethlehem on Jan. 6.

Monday, Jan. 6 -- NBC News will present a special half-hour program on the Pope's visit from 4:30-5 p.m.

Wednesday, Jan. 8 -- "The Pope's Pilgrimage" (9-10 p.m.) A special full-hour color program covering the Pope's tour of historical sites in Israel and Jordan. John Chancellor will be the narrator.

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NBC-New York, 12/27/63

NBC TELEVISION NETWORK NEWS

December 27, 1963

FIRST FILMS (MADE SAME DAY) OF POPE PAUL VI CROSSING THE JORDAN,
TO BE SEEN ON 'SUNDAY' TELECAST JAN. 5; OTHER FEATURES LISTED

First films of Pope Paul VI crossing the Jordan on his Holy Land pilgrimage, a visit with the Papal representative to the United States, and a report on the reconvening of Congress are among the features on "Sunday," magazine-format program on NBC-TV Jan. 5 (3 to 4 p.m. EST). (Note new time for this NBC News series effective this date.) Frank Blair is host and anchorman.

Pope Paul will cross the Jordan on his way to Nazareth early on Jan. 5 and first films of this portion of his pilgrimage will be rushed to London for transmission via cable to the U. S. and inclusion on the "Sunday" show of the same day.

Nancy Dickerson will visit with the Most Reverend Egidio Vagnozzi, the Papal representative to the United States. He is an apostolic delegate provided with unofficial diplomatic status. He will be seen at work and will comment on various church topics.

Ray Scherer will discuss the Congressional session that resumes Jan. 7 and will interview some legislators.

Edwin Newman will comment on Vatican diplomacy, basing his remarks on reports from NBC correspondents around the world concerning problems confronting the church.

PROGRAM HIGHLIGHT JAN. 5

"SUNDAY" -- First films (made the same day) of Pope Paul VI crossing the Jordan; a visit with the Papal representative in the U.S.; a report on the reconvening of Congress. Frank Blair is host.

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December 27, 1963

NBC NEWS BUREAUS AROUND WORLD REMAIN ACTIVE AND MANNED
WHILE CORRESPONDENTS VISIT U.S. FOR "PROJECTION '64"
PROGRAM AND 10-CITY JANUARY SPEAKING TOUR

NBC News correspondents from around the world are now gathered in the United States to make television appearances and for speaking engagements, but during the stay here their important overseas posts will not be left uncovered.

The correspondents usually report from London, Paris, Bonn, Rome, Tokyo, Hong Kong, Africa and South America. They are in this country to review events of 1963 and forecast happenings of 1964 on "Projection '64" (NBC-TV, in color, Sunday, Dec. 29, 10-11 p.m. EST. Repeated on NBC Radio Monday, Dec. 30 from 9:05-10 p.m. EST). Most of these newsmen will then tour 10 U. S. cities during the first three weeks of January.

While they are in this country all the foreign bureaus will still be manned by reporters and NBC News' regular film camera crews.

The NBC News correspondents visiting the U. S. are Joseph C. Harsch (London), Bernard Frizell (Paris), Welles Hangen (Bonn), Irving R. Levine (Rome), John Rich (Tokyo), James Robinson (Hong Kong), George Clay (Nairobi) and Wilson Hall (Rio de Janeiro). All except Rich and Levine will go on tour after appearing on "Projection '64." Completing the television panel are Elie Abel (State Department), Sander Vanocur (White House) and Ray Scherer (Congress), with Frank McGee as anchorman.

(more)

In London, NBC News correspondent Kenneth Bernstein will remain on duty and correspondent Russell Jones will cover Southern Europe. Other newsmen covering NBC News bureaus are Frank Bourgholtzer and Harry Ellis in Paris, Carl Hartman in Bonn, John Chancellor and John Koehler in Berlin, Glen Troelstrup in Tokyo, John Sharkey and Ian Stewart in Southeast Asia, Phyllis Hepp in Africa, and Ed Arnow in South America.

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NBC-New York, 12/27/63

NBC TELEVISION NETWORK NEWS

December 27, 1963

WIDE VARIETY OF COMPETITIVE EVENTS IN SEVERAL LANDS ON

CALENDAR OF 90-MINUTE 'NBC SPORTS SPECIAL' TELECASTS

Saturday Series Starts Jan. 4 with Coverage of Hockey Clash Between Russian Team and U. of Denver and Grid Feature with Roger Staubach

Ski-jumping and figure-skating competition in Europe, motorcycle and auto-racing in Florida, the Toronto Horse Show, the St. Paul Winter Carnival, and college basketball's National Invitation Tournament are among the events that have been added to the "NBC Sports Special" series, it was announced today by Peter Molnar, executive producer of the 90-minute programs.

Sportscaster Bud Palmer will be the host of "NBC Sports Special." The series begins Saturday, Jan. 4 (4:30-6 p.m. EST) with coverage of an international hockey game between Russia's touring national team and the University of Denver, plus an interview with and films of Navy quarterback Roger Staubach and films of outstanding plays of the 1963 collegiate football season.

Previously announced along with the hockey game for coverage by "NBC Sports Special" were two top events of the U. S. indoor track season -- the Los Angeles Times Indoor Games and the National AAU Indoor Track and Field Championships -- and an Army-Navy Sports Weekend.

Molnar pointed out that the series will stress competition and action. Some of the programs will be devoted to the coverage of one major sports event; others will cover as many as three events.

The chief part of the Jan. 4 premiere show, the Russia-Denver hockey game, is being taped Dec. 27 at the Broadmoor Ice Palace in Colorado Springs, Colo.

(more)

The Russian team, which won the world hockey championship in Stockholm last Winter and is predominantly the same team that will represent Russia in the 1964 Winter Olympics, is currently touring in the United States. In the first six games of the tour against Eastern opponents, the speedy and rugged Russians won five games and tied one, averaging better than seven goals per game.

The team captain is Boris Maiorov, whose twin brother also is a squad member. The team's top forward line, Veniamin Alexandrov, Alexander Almetov and Konstantin Loktev, played together on Russia's 1960 Olympic team.

The University of Denver team, coached by Murray Armstrong, has been one of the leading collegiate hockey teams in the country in recent years. The Pioneers captured the NCAA title in 1958, 1960 and 1961, and were runner-ups last year. They recently split two games with the U. S. Olympic team, and tied and lost in a pair of games against the Canadian Olympic team.

Among the Pioneers' key performers are co-captain Billy Staub, an All-American last year, and sophomore goalie Buddy Blom, who played with the Canadian junior champions in 1961-62.

Palmer will report the play-by-play in the hockey game. During intermission, sportscaster Jim Simpson will interview All-American quarterback and Heisman Trophy winner Staubach, who will give his own comments as his outstanding plays of the past football season are shown. Simpson also will be the commentator for the films of the outstanding plays of the 1963 collegiate season.

The production staff for the "NBC Sports Special" programs will vary from week to week. For the premiere show, Molnar will be the producer and Harry Coyle the director.

(more)

3 - Sports Special

The tentative schedule of other "NBC Sports Special" telecasts follows (all dates Saturdays, 4:30 to 6 p.m. EST):

Jan. 11 -- New Year's ski-jumping in Garmisch Partenkirchen, Germany, Highlights of the 1963 National Football League season, Toronto Horse Show.

Jan. 18 -- "NBC Sports Special" is preempted by NBC-TV's coverage of third-round play in the Bing Crosby National Pro-Amateur Golf Tournament at Pebble Beach Golf Club in California.

Jan. 25 -- European Figure-Skating Championships in Grenoble, France.

Feb. 1 -- St. Paul Winter Carnival, Eastern U. S. Table Tennis Championships in Wilmington, Del.

Feb. 8 -- World Point Motorcycle Championships at Daytona Speedway, Fla., second event will be announced.

Feb. 15 -- Los Angeles Times Indoor Games at Los Angeles Sports Arena.

Feb. 22 -- Auto thrill show and Offenhauser dirt-track racing at Florida State Fair in Tampa.

Feb. 29 -- 58th annual National AAU Indoor Track and Field Championships at Madison Square Garden, New York.

March 7 -- Army-Navy Sports Weekend, with highlights of service academy competition in eight Winter sports, at West Point and Annapolis.

March 14 -- Early-round game in basketball's National Invitation Tournament at Madison Square Garden, New York.

March 21 -- National Invitation Tournament championship game at Madison Square Garden, New York.

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NBC-New York, 12/27/63

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

December 27, 1963

PRESIDENT JOHNSON'S ADDRESS TO CONGRESS JAN. 8
SET FOR LIVE COVERAGE ON NBC-TV AND NBC RADIO

President Lyndon B. Johnson's State of the Union message to Congress on Wednesday, Jan. 8, will be carried live over the NBC Television and Radio Networks beginning at 12:30 p.m. EST.

December 30, 1963

PEPSI COLA BUYS SPONSORSHIP IN 3 NIGHTTIME NBC-TV SHOWS

The Pepsi-Cola Co. has purchased sponsorship in three nighttime NBC-TV programs -- "The Jack Paar Program," "Eleventh Hour" and "Saturday Night at the Movies" -- it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

Pepsi-Cola will advertise in "Eleventh Hour" and "Saturday Night at the Movies" during the second and third quarters of 1964, and in Paar's show also in the third quarter.

The Pepsi-Cola order was placed through Batten, Barton, Durstine & Osborn.

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NATIONAL COUNCIL OF TEACHERS OF ENGLISH
PRAISES TV INDUSTRY FOR SCHEDULING FIVE
NOTED PLAYS; ALL WERE ON NBC SERIES

The National Council of Teachers of English has praised the television industry for broadcasting outstanding dramatic programs "bringing to millions of our students plays of substantial content in productions of good taste."

A resolution passed by the council cites five television plays, all of which had been on NBC: "The Tempest," "Macbeth," "Cyrano de Bergerac" and "Pygmalion" which were all recent presentations of "Hallmark Hall of Fame," and "Hedda Gabler," a 1950 program on "Masterpiece Playhouse."

The resolution also stated that the council "welcomes the friendly relationship that has been established with the television industry..."

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NBC-New York, 12/30/63

NBC TELEVISION NETWORK NEWS

December 30, 1963

'SUNDAY' SETS EXTENSIVE FILM COVERAGE OF POPE'S VISIT TO HOLY LAND

First extensive network television film coverage of the Holy Land pilgrimage of Pope Paul VI will be seen as part of the "Sunday" program on NBC-TV, Jan. 5 (3-4 p.m. EST).

In addition to films of the Pope's crossing the Jordan on his way to Nazareth, which will take place the morning of Jan. 5, and which will be rushed via cable from London for same-day inclusion on "Sunday," the program will feature a film report on the respective areas the Pope will visit on his pilgrimage, as well as direct audio comments by NBC correspondents accompanying the Pope on his journey.

As previously announced, this "Sunday" telecast will also include an interview with the Most Reverend Egdio Vagnozzi, Papal representative to the United States, who will comment on the Pontiff's trip; and a film report from Paris by Edwin Newman on the problems confronting the church in various parts of the world and the ways in which the church is responding to those problems.

"Sunday" is presented by NBC News.

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NBC COLOR TELEVISION NEWS



December 30, 1963

PANELISTS NAMED FOR SENATOR GOLDWATER
INTERVIEW ON NBC'S "MEET THE PRESS"

The panelists have been chosen to interview Senator Barry Goldwater (R.-Ariz.), on "Meet the Press" Sunday, Jan. 5 (NBC-TV Network live color broadcast from Washington, D. C., 6-6:30 p.m. EST; NBC Radio Network broadcast, 6:30-7 p.m. EST). They are Tom Wicker of the New York Times, Marianne Means of Hearst Newspapers, Robert MacNeil of NBC News, and Lawrence E. Spivak, permanent panelist and producer of the program. Ned Brooks will be moderator.

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CREDIT CHANGE FOR NBC-TV'S COVERAGE OF THE ROSE PARADE

Stanley Hahn, instead of the previously announced John Davidson, will assist Arthur Godfrey and Betty White in describing the 75th annual "Tournament of Roses Parade" to be presented in color on NBC-TV Wednesday, Jan. 1 (11:30 a.m.-1:45 p.m. EST).

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NBC TELEVISION NETWORK NEWS

CREDITS FOR 'NBC SPORTS SPECIAL' SERIES OF 90-MINUTE TELECASTS

Time: NBC-TV Network, Saturdays, 4:30 to
6 p.m. EST.

Premiere Date: Jan. 4

Host: Bud Palmer

Format: Taped and live coverage of outstanding sports events in the United States and abroad. Sports will include track and field, basketball, ski-jumping, hockey, figure-skating, motorcycle and auto-racing, table tennis, horse show. Series will stress competition and action. Some programs will be devoted to one major event, others will cover two or three events.

Premiere Show: Taped coverage of international hockey game between Russia's touring national team and the University of Denver, at Broadmoor Ice Palace in Colorado Springs, Colo., plus interview with and films of Navy quarterback Roger Staubach and films of outstanding plays of 1963 collegiate football season.

Executive Producer: Peter Molnar (producer for first show)

Producers (other shows in series): Perry Smith and Lou Kusserow

Directors: Harry Coyle (first show), Jack Dillon, Paul Kane, Ted Nathanson.

Unit Manager: Karl Hoffenberg

Sponsors (and agencies): Bristol-Myers Company (Doherty, Clifford, Steers & Shenfield Inc).
Autolite Division of Ford Motor Company (Batten, Barton, Durstine & Osborn)
Consolidated Cigar Corp. (Lennen & Newell)

NBC Press representative: Bob Goldwater (New York)

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NBC-New York, 12/30/63

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

2-X-H

December 31, 1963

SEVEN EMPLOYEES IN NEW YORK TO BECOME
MEMBERS OF NBC TWENTY-FIVE YEAR CLUB
- - -
Group Includes Walter D. Scott, Executive
Vice President in Charge of TV Network

Seven National Broadcasting Company employees in New York will become members of the company's Twenty-Five Year Club at a luncheon Tuesday (Jan. 7) at the Waldorf-Astoria. Included will be Walter D. Scott, Executive Vice President in charge of the NBC Television Network, and a member of the NBC Board of Directors.

Robert W. Sarnoff, Chairman of the Board of NBC, will present gold watches and certificates to the new club members. Robert E. Kintner, President of NBC, will speak to the luncheon group.

Skitch Henderson, musical director of the "Tonight Show Starring Johnny Carson," will provide music at the luncheon.

New members in the Twenty-Five Year Club from New York, besides Mr. Scott, are Robert Burholt, Manager of the Revenue Division; William S. Carson, Master Control Engineer; Agnew Horine, Sound Effects Technician; Harold S. Pietsch, Watch Engineer; Robert Sosman, Associate Director of NBC Radio programs, and Thomas Sprague, caretaker at the WNBC-TV transmitter at Port Washington, Long Island. Mr. Sprague retired in October.

(more)

2 - Twenty-Five Year Club Luncheon

Eleven employees who marked their 25th year with NBC in other cities around the country were given watches and certificates at functions earlier this year. The 18 new members raise the club enrollment to 419. The out-of-town group, listed by city, is as follows:

San Francisco -- John B. Grover, Staff Announcer; Donald R. Hall, Manager, Technical Operations; Andrew Mitchell, Recording Engineer, and Herbert B. (Budd) Heyde, Announcer.

Los Angeles -- Richard H. Graham, Vice President, Law, West Coast; Frank J. Somers, Maintenance Supervisor, Television Technical Services; Harold V. Flood, Television Studio Engineer; Ora H. (Bud) Wilkins, Television Studio Engineer; Carol M. (Monty) Fraser, Assistant Supervisor, Sound Effects, and Alton H. Gage, Kinescope Recording Engineer.

Chicago -- Johnny Erp, Sports Reporter.

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NBC-New York, 12/31/63

NBC TELEVISION NETWORK NEWS

December 31, 1963

ELLIOTT REID SIGNED AS HOST OF NBC-TV'S "THAT WAS THE WEEK THAT WAS" SERIES

Elliott Reid has been signed as host for NBC-TV's "That Was the Week That Was" ("TWTWTW") which will have its premiere Friday, Jan. 10 (9:30-10 p.m. EST).

The actor-comedian was selected from a long list of theatrical personalities to fill the key slot on the new weekly satire show.

Reid is featured in two recently released motion pictures: "Who's Been Sleeping in My Bed?" and "Move Over Darling." During 1963, he also appeared in "The Thrill of It All" and "The Wheeler-Dealers."

On television, Reid is co-starred in a comedy episode of "The Defenders" to be telecast Saturday, Jan. 4. He has made previous guest appearances on "The Du Pont Show of the Week," "The Alfred Hitchcock Show," "The Merv Griffin Show" and "The Loretta Young Show," and has also been featured in comedy routines on the Ed Sullivan, Milton Berle and Victor Borge programs.

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NBC-TV NETWORK PROGRAM

DAVID FROST, WHO SERVED AS THE HOST OF ENGLAND'S
"THAT WAS THE WEEK THAT WAS," WILL BE A REGULAR
GUEST OF NBC-TV'S OWN VERSION OF THE SERIES

David Frost, who served as host of the British Broadcasting Corporation's recently concluded "That Was the Week That Was" series, will appear as a regular guest on NBC-TV's own version of the satirical program starting Friday, Jan. 10 (9:30-10 p.m. EST).

Frost will be the weekly program's "foreign expert," according to Marshall Jamison, producer of "TWTWTW." Leland Hayward is executive producer.

The BBC program which ran for 13 months, attracted international attention. Last week the show concluded its British run, presumably because its political satire was considered too strong for England in an election year.

Host for NBC-TV's "TWTWTW" will be Elliott Reid. Henry Morgan will be featured in the regular company of players, and Nancy Ames will be the "TW3 Girl," delivering a singing commentary of each week's news event.

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NBC-New York, 12/31/63

BOB HOPE RETURNS HOME AFTER 12TH OVERSEAS TOUR
TO ENTERTAIN GI'S AND KIN DURING YULETIDE

Bob Hope, feeling "100 per cent better" than when he left, returned to his home in Palm Springs, Calif., last night (Dec. 30) from his twelfth annual overseas Christmas tour. The comedian and his troupe of performers entertained American GI's and their families at U. S. Military installations in the Middle East and Mediterranean Area during the Christmas holidays.

The Hope troupe included Tuesday Weld, Anita Bryant, Jerry Colonna, John Bubbles, the Earl Twins, Michele Metrisko (Miss U.S.A.), Peter Leeds and Les Brown and his band. They presented shows at U.S. military installations in Libya, Crete, Turkey, Cyprus, Greece and Italy. Filmed highlights of the tour will be broadcast on "Chrysler Presents the Bob Hope Christmas Show," a 90-minute special on NBC-TV Friday, Jan. 17 (8:30-10 p.m. EST).

The tour started from Los Angeles, Dec. 19 -- without Hope. He was ordered by his physician to take two more days rest at home as a result of his "general physical reaction to recent treatments." Earlier this month, he underwent photo-coagulation of a blood clot in his left eye. Hope joined the troupe Dec. 22 in Ankara, Turkey.

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NBC-New York, 12/31/63

NBC COLOR TELEVISION NEWS



December 31, 1963

SENATOR GOLDWATER TO BE GUEST ON 'JACK PAAR PROGRAM'

Senator Barry Goldwater (R.-Ariz.) will be a guest on "The Jack Paar Program" Friday, Jan. 31 (NBC-TV color broadcast, 10-11 p.m. EST). This will mark Senator Goldwater's third TV appearance with Paar.

